

# Newport Beach

## Master Arts & Culture Plan

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## CHAPTER 9 Arts and Cultural Element



# ARTS AND

## *An Active and Vital Arts*

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### Introduction

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Arts and cultural activities play an important role in community life and have been a valued component of Newport Beach for over 125 years. Newport Beach has a wide range of art and cultural organizations, resources, attractions, and activities that are a source of community pride and enrichment. These achievements have evolved over time and have been the result of the dedication and involvement of numerous individuals, groups, and organizations. However, without intervention, coordination, preservation and promotion, art and cultural activities and resources can easily be lost through destruction, indifference, or through unintended land use decisions or policies.

The goals and policies of the Arts and Culture Chapter are intended to be a guide for meeting the future cultural needs of the community. Future challenges in Newport Beach require maximizing the community's cultural arts potential by coordinating with various community groups, businesses, agencies, citizens and the City to create an active and cohesive cultural and arts programs. The Chapter is intended to serve as a mechanism for integrating these resources in order to provide improved and expanded arts and cultural facilities and programs to the community.



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## Community Organizations and Programs

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### CULTURAL ARTS ORGANIZATIONS AND PROGRAMS

Newport Beach's nonprofit arts community includes a broad array of organizations, and a substantial number of arts programs and activities. There is a diverse range of artistic disciplines and a strong focus on programs for children and youth. Through its grant program, the City of Newport Beach distributes funds to arts organizations on a yearly basis, which enables them to expand their cultural programs offered in the community. Through its Department of Recreation and Senior Services, the City also provides year-round educational programs for adults and children in music, dance, arts and crafts, and drama.

# CULTURAL ELEMENT

## *and Cultural Community*

Newport Beach's arts community also contains various private and nonprofit arts organizations and arts groups. These groups include the Newport Beach Film Festival, Newport Theatre Arts Center, Baroque Music Festival, Newport Beach Arts Foundation, and the Newport Beach Theatre Company.

### CITY OF NEWPORT BEACH ARTS COMMISSION

The City of Newport Beach Arts Commission acts in an advisory capacity to the City Council on all matters pertaining to artistic, aesthetic, and cultural aspects of the City. Established in 1972, as the Newport Beach Arts Committee and in 1974 in the City Charter as the Newport Beach City Arts Commission, the Commission recommends to the City Council ordinances, rules, and regulations as it may deem necessary for the administration and preservation of the arts, performing arts, and historical, aesthetic, and cultural aspects of the community.

The Arts Commission, working with staff in the Cultural Arts Office, provides free or low-cost programs for cultural enrichment including temporary art exhibits at City Hall and the Central Library, juried art exhibitions, permanent art collections for City facilities, summer concert in the park series, arts lectures for the public, cultural festivals, and performances, educational seminars and workshops.

The Arts Commission also participates in the designation of historical landmarks, and reviews design elements for public sculpture, fountains, murals, benches, and other fixtures.

## PERFORMING AND VISUAL ARTS FACILITIES

The primary performing arts facilities in Newport Beach are those that are associated with local cultural arts organizations and programs. They include the Newport Theatre Arts Center and the Orange County Museum of Art, which has an auditorium that seats 120 people. Local schools have auditoriums and other facilities that can be used as performing arts spaces, such as Loats Auditorium at Newport Harbor High School. In addition, the Balboa Performing Arts Theater Foundation has plans to rebuild the historic Balboa Theater in Balboa Village which will seat approximately 350 people.

Civic facilities in Newport Beach, such as the library and City Hall, have exhibition spaces that display the work of local artists. The Central Library visual arts gallery displays different exhibitions of local artists bi-monthly. The library also hosts a variety of programs for adults, including Sunday musicals, art exhibitions, author appearances, lecture series, book discussions, and Internet workshops.



*Nakayoshi—Good Friends. Located in front of the Central Library, this Japanese friendship statue was a gift from Newport Beach's sister City Okazaki, Japan. It depicts two children embracing and sits on a large granite base with a plaque describing the piece and declaring the citizens of Newport Beach and Okazaki as friends.*

## MUSEUMS

In addition to the numerous galleries throughout the City, Newport Beach is also home to a variety of museums. Located in Newport Center, the Orange County Museum of Art features modern and contemporary art. The museum houses a permanent collection of paintings, sculpture, photography, and changing installations, all documenting California's artistic heritage.



*Newport Beach Film Festival*

The Newport Harbor Nautical Museum focuses on industrial and recreational history and features local photographs, artifacts, and memorabilia. Sherman Library for California History, located in Corona del Mar, features detailed exhibits on the history of the Pacific southwest, as well as a public garden.

The Newport Sports Collection Museum, located in Newport Center offers several educational programs to motivate youth to stay in school and be active in athletics.

## EVENTS AND FESTIVALS

Various festivals and events occur throughout the year in Newport Beach. Some of these attractions include the Newport Beach Jazz festival, Concerts in the Parks hosted by the City Arts Commission, Newport Beach Festival of the Arts, Shakespeare by the Sea, Balboa Island Art Walk, Southern California Plein Air

Painter's Association (SoCalPAPA), yearly Sandcastle contest, the countywide Imagination Celebration, and the Newport Beach Film Festival.

## LIBRARIES

The Newport Beach Public Library system consists of a Central Library and three branches that provide a permanent collection of books, periodicals and other materials in addition to hosting events, lectures, educational programs and other community enrichment activities. The Central Library is located at 1000 Avocado Avenue and the branch libraries are located in Corona del Mar and the Balboa Peninsula. The Mariners Library branch, which includes shared use with the Mariners Elementary School, opened in April 2006.

As of 2006, four libraries serve 84,098 active borrowers and circulate 1,475,025 items annually. Many resources are also available through specialized databases licensed to the Newport Beach Public Library, and with a library account, can be accessed from remote locations 24 hours a day.

## Goals and Policies

### Participation in Culture and Arts

#### Goal

#### CA 1

Active and vital arts, cultural, and literary activities and programs that enrich the community.

#### Policies

##### CA 1.1 Public Projects

Encourage the incorporation of public art into major public projects that enhance the City's community character as well as its built environment, through public art donations, and working with local artists, students, and community groups to create public art projects. (*Imp, 23.3, 29.2*)

##### CA 1.2 Private Projects

Encourage the incorporation of public art into larger commercial projects that enhance the City's community character as well as its built environment. (*Imp 2.1*)

##### CA 1.3 Promotion of Cultural Arts

Build public awareness and encourage participation in the City's arts, cultural, and literary activities. (*Imp 29.1*)

## Arts and Cultural Element

**CA 1.4 Events and Programs**

Encourage the continuation and expansion of cultural arts events and programs such as those at the Orange County Museum of Art, Newport Theatre Arts Center and Balboa Theater, as well as festivals, seminars, workshops, concerts in the parks, and community cultural festivals. *(Imp 29.1)*

**CA 1.5 Arts Education**

Partner with the community to encourage and strengthen arts education for children, youth, adults and seniors in the City. *(Imp 29.1)*

**Provision of Physical Facilities****Goal****CA 2**

Adequate physical facilities and venues that support cultural art and literary programs.

**Policies****CA 2.1 Shared Venues**

Explore opportunities to accommodate current or emerging cultural arts programs within existing and new facilities by working with community groups for sharing of performance and exhibit space and considering the potential for new facilities. *(Imp 9.1, 29.1, 29.2)*

**CA 2.2 Theaters**

Maintain the Newport Theatre Arts Center and encourage rebuilding of the Balboa Theater. *(Imp 9.1, 29.1, 29.2)*

**CA 2.3 Library Facilities**

Improve and enhance existing library facilities, collections, and computer facilities. *(Imp 23.2)*

**Funding****Goal****CA 3**

Establish a broad range of public and private funding sources to support cultural arts goals and activities.

**Policies****CA 3.1 Public and Private Sources**

Support the efforts of non-profit, private and community organizations to apply for public and private grants and promote donations to support art, cultural, and literary activities. (*Imp 29.1, 29.2*)

**CA 3.2 Volunteer Opportunities**

Promote and support volunteer opportunities for public involvement in arts, cultural, and literary programs and events. (*Imp 29.1, 29.2*)

**CA 3.3 Additional Resources**

Utilize cultural resources outside of Newport Beach. Continue to promote the Newport Beach Sister City Association and other cultural exchange programs. (*Imp 29.1, 29.2*)

**CA 3.4 Cultural Tourism**

Promote cultural tourism in Newport Beach to attract visitors and tourists interested in cultural events. (*Imp 29.1, 29.1*)

**CA 3.5 Funding**

Provide funding for the arts in Newport Beach. (*Imp 29.2*)

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ART IN PUBLIC PLACES

- A. The City of Newport Beach recognizes the importance and desirability of enhancing and beautifying the public places within the City, by acquiring and displaying publicly accessible works of art for the cultural benefit of the City, its citizens and its visitors.
- B. The City seeks to involve professional artists in City planning and design projects; to integrate artworks in City capital improvement projects; and to commission and/or purchase new artworks for public places.
- C. Public art can include but is not limited to permanent and temporary sculpture, murals, as well as artist-designed fountains, mosaics and tile work, banners, park benches and other street furniture, water features, bus shelters, streetlights and lanterns, kiosks, retaining walls, and/or hardscape treatments.
- D. The responsibility of the Arts Commission is to:
  - 1. Identify and assess potential Art in Public Places projects and sites;
  - 2. Confer with other Boards and Commissions that may be impacted by the recommended list of art projects;
  - 3. Make appropriate recommendations to City Council;
  - 4. Participate in the selection of artists for Art in Public Places projects;
  - 5. Plan and oversee the artistic design process;
  - 6. Work with appropriate City Departments to ensure correct installation at the site and long term maintenance and conservation of the art work.
- E. The Arts Commission shall consider the following criteria in making recommendation for an Art in Public Places project:
  - 1. The aesthetic concept, quality, scale, and form of the work of art, and its appropriateness for the site;
  - 2. A site that is easily visible and/or accessible to the general public;



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3. The experience, skill and ability of the artist to produce the work of art;
  4. The proper medium for the work of art, considering durability against vandalism, theft and weather, and the safety of the viewer;
  5. The cost for the City to acquire, install and maintain the work of art;
  6. No art objects will be considered that are mass-produced from a standard design, are reproductions of original art work, and/or are decorative or functional elements that are designed by an architect as opposed to the project artist.
  7. Temporary art may be acquired and placed through the same procedures as permanent works.
- F. From time to time, the Arts Commission may submit to the City Manager's Office a list of projects with estimated costs. Said list is to be considered in the preparation of the next fiscal year budget. Funding for this program shall be determined by the City Council, and may be derived from the City Art in Public Places Reserve Fund, Arts Commission events, the Newport Beach Arts Foundation, private individual, corporate and foundation donations; government grants, other City funds, and/or voluntary participation by private developers.
- G. In addition, to maintain the artistic integrity of designated Art in Public Places sites/works, the Arts Commission shall review any future modifications, relocation, repairs, and/or replacement of parts or works at these sites. The Arts Commission shall consult with the original artist if possible or a recognized expert in the field, and shall then make the appropriate recommendation for modification to the City Council.

**Adopted - September 8, 1986**

**Reaffirmed - January 24, 1994**

**Amended - May 26, 1998**

**Amended & Reassigned - April 8, 2003**

**Formerly I-18**

### FINANCIAL SUPPORT FOR CULTURE AND ARTS

The City Council hereby recognizes the importance of promoting culture and the arts within the City of Newport Beach. A number of individuals and groups, such as the Arts Commission and Friends of the Newport Theatre Arts Center, have been organized with the express purpose of developing and promoting culture, theatre and the arts.

The City would compliment these efforts by establishing a Reserve Fund for Culture and Arts that can be used for a) developing a master plan for the promotion of culture and arts; b) acquiring land and/or the construction of facilities to promote culture and arts and; c) instituting other cultural promotion projects.

The sum of \$55,000 shall be provided each year for specific cultural or artistic planning, promotion and/or construction projects as approved by the City Council. It is the policy of the City of Newport Beach that expenditures from the reserve fund should be matched equally by the community in the form of contributions and donations.

In regard to the City's roll in financially sponsoring art and cultural events, the City Arts Commission shall review all programs and requests for support from arts groups. The Commission shall forward its recommendations for funding to the City Council for final approval. Any appropriation shall not exceed 50% of the Arts Commissions' annual budget. For the purpose of this policy, arts groups shall be defined as those involved in visual, musical, theatre, dance, crafts, performing and literary activities.

The following priorities shall be considered by the Commission. The order of preference for granting support shall be as follows:

- A. Local arts groups located within the City and offering programs to City residents;
- B. Regional arts groups located in Orange County and offering programs to City residents; and
- C. Arts groups located in California and performing or offering programs to City residents.

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DONATION OF ART TO CITY OF NEWPORT BEACH

- A. The City of Newport Beach believes that art placed in public sites or in public buildings increases the aesthetic appeal and beauty of such public sites and buildings, and of the City in general.
- B. All proposals for donations of art to the City shall be reviewed by the Arts Commission for recommendation to the City Council.
- C. The responsibility of the Arts Commission is to:
  - 1. Confer with persons who have offered to donate art to the City, informing them of the donation policy, including criteria for accepting artwork and the scope of the approval process.
  - 2. Advise the City Council of the artistic merit and value of paintings, sculpture, drawings and other art offered to the City as donations.
  - 3. Advise the City Council regarding appropriate public sites or buildings for display of such art, in conjunction with the City Commission and/or Department which has responsibility for planning or maintaining the proposed location.
- D. The Arts Commission shall consider the following criteria in making a recommendation for accepting a donation of art to the City:
  - 1. The art should be an original creation, and be of the highest quality and level of artistic excellence.
  - 2. The art should add significantly to the balanced inventory of the City's collection, representing a variety of style, design and media.
  - 3. The donor should complete a standardized donation form.
  - 4. The art should be of satisfactory physical condition, be sufficiently durable as to not be easily damaged or destroyed, should not require restoration or extensive long term conservation, and should be of a physical size and weight that it can be managed in storage, transport and public display without difficulty.

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5. The art should be consistent with and relevant to the civic interests and broad variety of tastes within the Newport Beach community.
- E. A donation of art to the City must have a majority agreement within the Arts Commission prior to making a recommendation to the City Council.
- F. Art accepted into the City collection is done with the understanding that the Arts Commission reserves the right to place the work on public display on either a permanent or temporary basis, and to store the work when not on display. No gifts will be accepted with the understanding that the art will be displayed in perpetuity.
- G. Art being considered for donation to the City Art in Public Places Program must conform to the tenets of the approved Art in Public Places Policy.
- H. The City does not provide valuations or appraisals of art being donated to the City. The value of a work should be presented by the donor to the City at the time of donation. It is the responsibility of the donor to furnish a valuation to the appropriate government tax agency.
- I. The City shall assume all intellectual and photographic property rights to art donated to the City.

**Adopted - February 24, 1986**

**Reaffirmed - January 24, 1994**

**Amended & Reassigned - April 8, 2003**

**Formerly F-23**

**Formerly I-13**

PUBLIC ARTS AND CULTURAL FACILITIES FUND

- A. **Purpose:** The City of Newport Beach recognizes the importance and desirability of a city-wide public art and cultural facilities program that includes a funding source for the acquisition and maintenance of permanent art structures and installations in public places throughout the City including support of capital construction programs and cultural facilities (collectively referred to herein as “Public Art”).
- B. **Intent:** The City Council desires to establish a funding source for the acquisition, installation, management and maintenance of Public Art without adopting or imposing new fees or charges. The City Council therefore hereby establishes the Public Arts and Cultural Facilities Fund and by approval of this policy expresses its intent that Public Art in the City be funded by appropriations and deposits into the Public Art and Cultural Facilities Fund.
- C. **Public Art and Cultural Facilities Fund:** The Public Art and Cultural Facilities Fund is the identified funding source for Public Art. With the adoption of this policy, City Council establishes its intent to deposit into the Public Art and Cultural Facilities Fund an amount equal to 2% of the unallocated public benefit fees received by the City after the date of adoption of this policy pursuant to Development Agreements approved by the City. The allocation of Development Agreement revenues shall be confirmed by the City Council concurrent with its approval of the City’s annual budget for the fiscal year in which public benefit fees are anticipated to be received.

To provide for a future stream of funding, the City Council also desires that a contribution to the Public Art and Cultural Facilities Fund be included as a component of any public benefit fees negotiated pursuant to Chapter 15.45 of the City’s Municipal Code (Developer Agreements) and approved by City Council subsequent to the date of adoption of this policy, as the same may be amended from time to time.

In addition, all monies earmarked for deposit into the Public Art and Cultural Facilities Fund including, but not limited to, monies received by the City from private individuals, corporate and foundation donations, government grants and

special appropriations shall be deposited into the Public Art and Cultural Facilities Fund.

- D. **Administration of the Public Art and Cultural Facilities Fund:** The Public Art and Cultural Facilities Fund shall be maintained separate from all other City funds. Funds may be withdrawn from the Public Art and Cultural Facilities Fund following the receipt of Development Agreement revenue and deposit into the Public Art and Cultural Facilities Fund. The City Council shall review and approve all expenditures of the Public Art and Cultural Facilities Fund. Prior to approving an expenditure on a work of Public Art, the City Council shall obtain a recommendation from the City's Arts Commission and City staff as to the proposed Public Art's consistency with this policy. In addition, from time to time, City staff and the Arts Commission may:

1. Identify and assess potential Public Art projects and locations;
2. Recommend to the City Council funding for the capital construction, expansion or enhancement of permanent arts and cultural facilities, museums, historical sites, theaters or performance spaces;
3. Confer with other Boards and Commissions that may be impacted by the recommended list of Public Art projects;
4. Make appropriate recommendations to City Council;
5. Participate in the selection of artists for Public Art;
6. Plan and oversee the artistic design process; and
7. Work with appropriate City Departments to ensure correct installation and long-term maintenance and conservation of the Public Art.

- E. **Other Considerations:** The following criteria shall be considered prior to approval of a Public Art project or authorization of an expenditure of the Public Art and Cultural Facilities Fund:

1. The aesthetic concept, quality, scale, and form of the work of art, and its appropriateness for the site;
2. A site that is easily visible and/or accessible to the general public;
3. The experience, skill and ability of the artist to produce the work of art;
4. The proper medium for the work of art, considering durability against vandalism, theft and weather, and the safety of the viewer;



5. The cost for the City to acquire, install, insure and maintain the work of art;
6. The degree to which the facility will provide cultural enrichment, historical understanding, educational value, or facilitate performance art;
7. The value of the proposed facility in the economic, cultural or neighborhood revitalization of the City and the particular neighborhood of the proposed facility; and
8. The value of the improvement in enhancing Newport Beach as an arts and/or cultural destination.

**Adopted – March 26, 2013**

# **Appendix B**

- B-1      Participants in Stakeholder Interviews and Focus Groups**
- B-2      Public Survey Data**
- B-3      Public Forum Data**

## **INTERVIEW & FOCUS GROUP PARTICIPANTS**

Many thanks to the following individuals who participated  
in the individual stakeholder process or focus groups:

### **City of Newport Beach - Elected Officials\***

Ed Selich, *Mayor Pro Tem*

Keith Curry, *City Council*

Nancy Gardner, *City Council*

Mike Henn, *City Council*

Tony Petros, *City Council*

*\*As of November 1, 2014*

### **Mayor's Youth Council**

Robert Cohen

Daniel Ginsberg

Arthur Pescan

Garrett Schwab

Albert Szabo

Elin Wolker

### **City of Newport Beach - Staff**

Dave Kiff, *City Manager*

Terri Cassidy, *Assistant City Manager*

Kim Brandt, *Community Development Director*

Laura Detweiler, *Recreation and Senior  
Services Director*

Tim Hetherton, *Library Services Director*

David Webb, *Public Works Director*

Celeste Jardine-Haug, *Senior Services Manager*

Dave Curtis, *Library Services Manager*

Janet Cates, *Recreation Manager*

### **Community Leaders & Representatives**

Marian Bergeson, *former State Senator*

Robyn Grant, *Library board & past Arts Comm.*

Mark Hilbert, *Hilbert Properties*

Mary Lyons, *Arts Philanthropist*

Rich Messenger, *St. Mark's Presbyterian Church*

Kay Mortenson, *Arts Philanthropist*

Thomas Nielsen, *Arts Philanthropist*

Janet Ray, *Arts Philanthropist*

Kirwan Rockefeller, *past Arts Commissioner*

Alison Ryfel, *Balboa Village*

Elizabeth Stahr, *Arts Philanthropist*

Jill Johnson Tucker, *Library board*

Liz Torelli, *Corona del Mar Homeowners Assoc.*

Rev. Cindy Voorhees, *St. James Church*

Dan Wampole, *Newport Ridge Master Assoc.*

### **Newport Beach Arts Foundation**

Carmen Smith, *President*

Lilah Crespín

Marie Marston

## INTERVIEW & FOCUS GROUP PARTICIPANTS

Many thanks to the following individuals who participated  
in the individual stakeholder process or focus groups:

### Arts & Culture Organizations

Steve Beazley, *Balboa Performing Arts Theatre Foundation*  
Pat Brill, *Baroque Music Festival, Corona del Mar*  
Jonathan Burke, *Laguna College of Art + Design*  
Dan Cameron, *Orange County Museum of Art*  
Rae Cohen, *Newport Theatre Arts Center*  
Dave Colley, *Newport Theatre Arts Center*  
John Forsyte, *Pacific Symphony Orchestra*  
Heather Humphries, *Newport Beach Hyatt*  
Elizabeth Kent, *Seaside Musical Theatre*  
David Michael Lee, *Coastline Art Gallery*  
Joseph S. Lewis III, *Claire Trevor School of the Arts, University of California, Irvine*  
Fred Page, *Grace Lane Gallery*  
Tom Pollock, *ExplorOcean*  
Todd Quartararo, *Newport Beach Film Festival*  
Gregg Schwenck, *Newport Beach Film Festival*  
Paula Tomei, *South Coast Repertory*  
Paul Wormser, *Sherman Library and Gardens*

### Business Leaders

Toni Alexander, *Inter Communications Inc.*  
Barbara Edison, *The Island Hotel*  
Rob Elliot, *Elliot Collaborative*  
Diana Ghoukassian, *Bistango Restuarant*  
Wing Lam, *Wahoo's Fish Tacos*  
Dan Miller, *The Irvine Company*  
Nina Robinson, *Hoag Memorial Hospital*  
Steve Rosansky, *Newport Beach Chamber of Commerce*  
Sindi Schwartz, *Muldoon's Irish Pub*  
Gary Sherwin, *Newport Beach Tourism Council*  
Gerald Solomon, *Samueli Foundation*  
Michele Townsend, *Pacific Life Foundation*

### Arts Education Leaders

Lisa Albert, *Parent*  
Kelly Bishop, *Orange County Museum of Art*  
Pam Blaine, *Pacific Symphony Orchestra*  
Terry Brudnak, *Corona del Mar High School*  
Leslie Feibleman, *Newport Beach Film Festival*  
Scott Fitzpatrick, *Newport-Mesa Unified School District*  
Molly Pontin, *Pacific Chorale*  
Claire Ratfield, *Educator*

## Stakeholder and Public Survey Key Observations

Citizens value and take enormous pride in the community of Newport Beach for the coastal living, the gorgeous weather, the well-cared for city and its proximity to desired amenities like good restaurants. Many cited the village structure of the city contributing to a small-town feel and the beautiful harbor as setting it apart from other Southern California coastal communities. The Library has emerged as the center of cultural in Newport Beach and has positioned the literary arts as a flagship program for the city.

When asked about the challenges facing the city there were several common themes. First, there is a struggle to find the balance between growth and protecting the qualities of life in Newport Beach. Arts and culture were called out as a possible solution to addressing changing demographics and uniting neighborhoods.

Equally important was the perception that the city has not really prioritized arts and culture in a substantive way and it's time to do so. A desire that was expressed consistently was to balance more offices and living spaces with spaces for arts and culture. In addition, the desire to carve out what is unique to Newport Beach and move forward with an arts and culture agenda is seen as sign of maturity as a city.

Commentary pertaining to the option of serving more culturally diverse groups of people illustrates the sensitivity of race, ethnicity and cultural subject matter and issues within Newport Beach. Opinions included not seeing a need to conduct outreach to ethnic groups outside the dominant group, which is Caucasian, ranking at the US Census at 82.3% of the population. Others urged the city to make special efforts to reach out through arts and culture to the growing Chinese and Persian communities.

### **Programming:**

The most frequently mentioned priorities for additional arts programming were the presentation of surprising arts experiences integrated with being outdoors, including Neighborhood festivals and celebrations. Although, many respondents are in favor of a festival or signature event, it was also noted that there was reluctance of some residents to embrace large events. Referring to "Taste of Newport", respondents mentioned that although the event attracted many people to the area, and appealed to young adults, it stopped being a family-friendly event due to alcohol consumption and large crowds. On the other hand, many mentioned food and drink inclusive of wine and beer as necessary for successful events and that these are currently lacking. Many were enthusiastic about the notion of casual clubs and cafes for live jazz and spoken word, but also noted the problem with club owners being able to afford rent and obtaining permits for such places in the city.

Public art coupled with hiking trails and gardens also emerged as a popular suggestion. However, there was concern of how accessible this art would be to the general public. When provided with interactive public arts projects in other cities, enthusiasm noticeably increased especially when the public art pieces could animate public parks and engage all ages.

### **Public Survey Data**

Arts Orange County administered an arts and culture survey in order to receive feedback from a sampling of the public for the planning process. The public survey was conducted online between October 1 and October 15, 2014 and 119 individuals responded to the survey. It was promoted through the City of Newport Beach using multiple databases to reach 36,000 people.

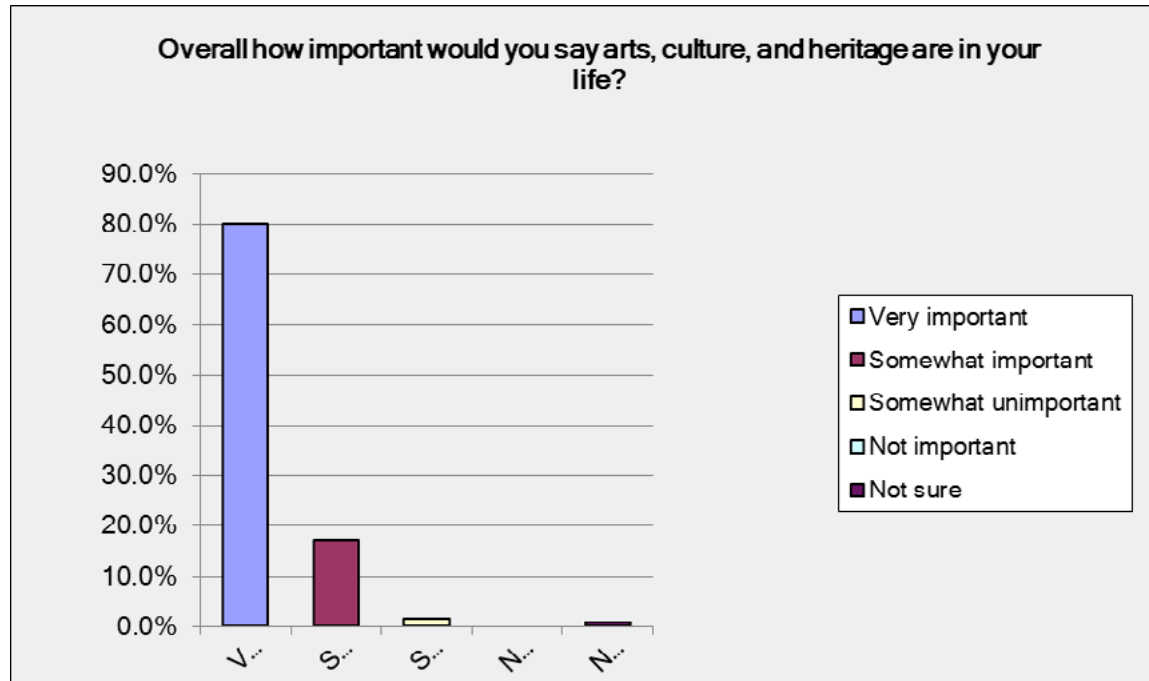
### **Demographics Summary:**

	Survey Respondents
Zip codes Represented	26% 92660 23% 92625 14% 92662 18% Outside of Newport Beach 67% Resident more than ten years
Gender	73 % Female
Age	50 % Over 60 36% 45-60
Voter in Newport Beach	75%
Race	83 % White/Caucasian

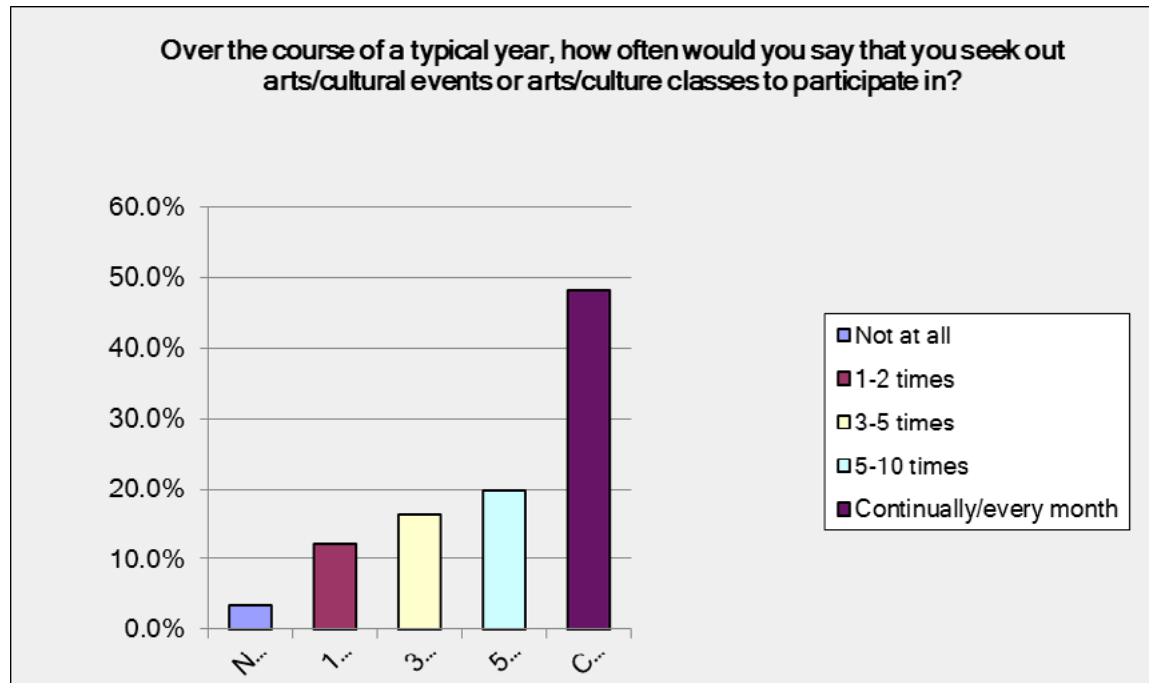
**Summary:** The demographics of those surveyed reflect those of the City as a whole: a primarily white and older group of citizens who have lived in Newport Beach more than ten years. When responses were reviewed according to the demographics, no significant patterns were identified.

## Arts Engagement

79% said Arts is very important in their lives and another 18% said somewhat important. 68% sought out arts and culture events or classes continually or 5-10 times a year.







#### How do you engage in the arts

- In Newport Beach, citizens participate in arts and culture activities most often at the Library, at a Park/outdoors, in their own homes or a community center.
- Outside of Newport Beach frequent participation occurs at formal theatres or concert halls, galleries, museums and colleges.

#### Where do you most frequently participate in arts, culture, and heritage events? (either in Newport Beach or elsewhere)

Answer Options	Newport Beach	Outside of Newport Beach	NA
Library	77	6	11
Park or outdoor setting	50	39	12
My home or someone else's home	45	29	19
Communiity/neighborhood center	44	26	18
Bookstore	43	28	20
Coffee shop, restaurant, bar or night club	37	43	18
Museum	36	90	3
Gallery	35	72	7
School or college	30	55	15
Formal theatre or concert hall	29	90	3
Place of worship	27	18	39
Workplace	15	15	36

**Most participated in these hands-on creative activities:**

Literary Arts: Read books, write poetry, creative writing

Photography: Take photos, make videos

Culinary Arts: Prepare traditional foods, cooking classes

This data validates the importance of the literary arts and the success of the Library in offering meaningful programming. However, this also seems to indicate either a lack of interest or a lack of opportunity to take adult classes in practicing arts disciplines like music, theatre, dance, visual arts and crafts.

**In a typical year, how often do you or family take part in the following hands-on art activities either on your own or in a class?**

Answer Options	As often as I can	2-5 times a year	Once in a while	Never
Read books, write poetry or creative writing	77	11	14	4
Take photographs or make videos	51	18	19	15
Prepare traditional foods, cooking classes	32	17	35	16
Play an instrument, take music classes, write music, sing in a chorus	23	6	23	47
Take arts classes in drawing, painting, ceramics	17	9	27	47
Collect, document or research historic items or properties	15	12	24	47
Make crafts i.e. quilting, sewing, knitting	15	11	28	46
Dance, take dance lessons, do social dancing	9	12	24	56
Act, make costumes, build sets, direct, drama classes	7	4	23	65

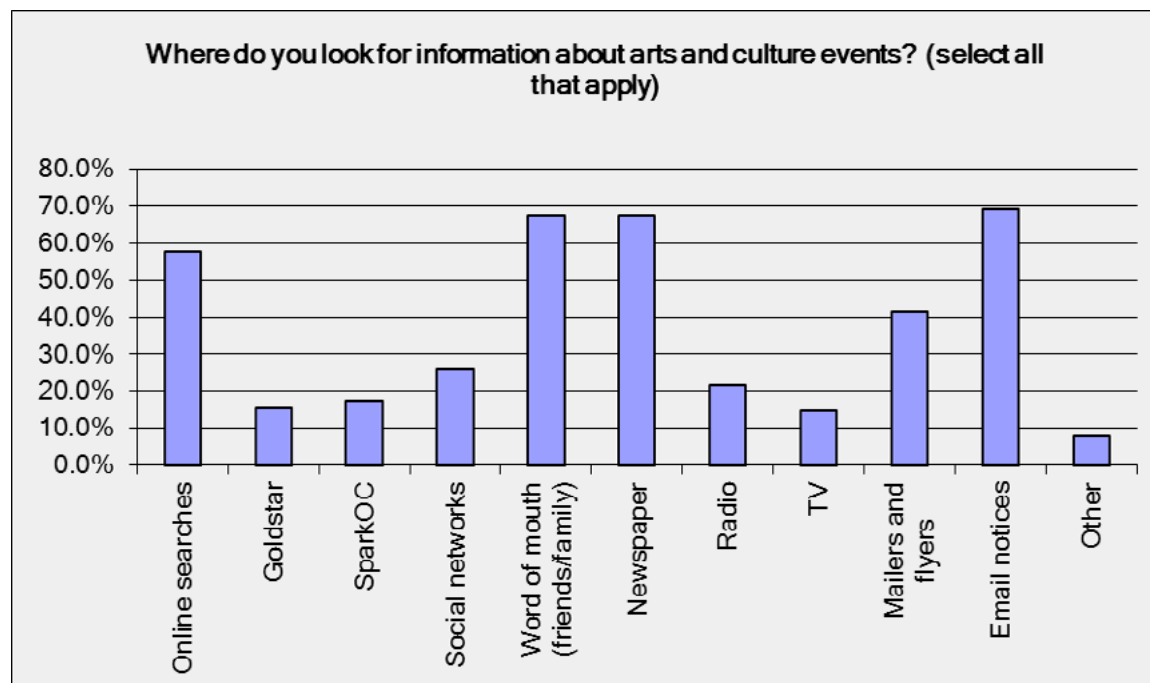
Of the NB arts organizations listed, respondents were most familiar with the Newport Beach Art Exhibition, Civic Center Summer Concert Series and the Newport Beach Film Festival. They were least familiar with the Baroque Music Festival, Newport Theatre Arts Center, and Shakespeare by the Sea.

**How would you rate your involvement with the following Newport Beach arts & culture organizations:**

Answer Options	Subscriber or Donor	Visit regularly	Visit once in a while	Totals
Orange County Museum of Art	11	13	54	78
Sherman Library and Gardens	6	11	55	72
Newport Beach Film Festival	14	20	34	68
Library Author Lectures	20	11	35	66
Newport Beach Art Exhibition	4	22	29	55
Civic Center Summer Concert Series	1	18	35	54
Newport Hyatt Jazz Concerts/Festival	0	8	32	40
ExplorOcean (Newport Harbor Nautical Museum)	2	8	23	33
Newport Theatre Arts Center	2	3	25	29
Shakespeare by the Sea	0	10	17	27
Baroque Music Festival	6	1	11	18

**How do you find about the arts:** The data suggests the growing use of technology to discover arts and culture opportunities.

- Email notices – 69%
- Newspaper - 67%
- Word of mouth -66%
- Online searches- 57%



**Roadblocks to Arts and Culture Participation**

The top 3 reasons keeping them from attending more arts and culture events is that they feel there is a lack of sufficient information or communication, or that they seek better quality offerings, and more interesting arts and culture choices. Food and drink availability at events was highlighted as well in different contexts.

**What might encourage you to attend arts, culture and heritage activities in Newport Beach more often than you do now? Check all that apply.**

Answer Options	Response Percent
Better information/communication about the event details	56.4%
Better quality offerings	54.5%
More interesting arts and culture choices	54.5%
Better parking	29.1%
More events that combine the outdoors with arts and culture	35.5%
Improved facilities	30.9%
Discounts or lower ticket costs	26.4%
Activities and events that are closer to my home	21.8%
Better customer service or feeling more welcome	12.7%

**Residents feel that the most important impact of arts and culture in Newport Beach are:**

- ☐ Make Newport Beach an even more desirable place to live and work
- ☐ Provide safe and healthy activities for youth, engaging them in creative practice and life skills
- ☐ Bring people together to share creative practice and ideas
- ☐ Encourage healthy development and unique personalities of neighborhoods
- ☐ Stimulate innovation and new ideas

**As you read the following statements below about what arts and culture would be able to do in the city of Newport Beach, rate their importance to you using a scale of 1-5. (5 being very important to you and 1 being not important)**

Answer Options	5	4	3	2	1	Rating Average
Stimulate innovation and new ideas	52	13	18	9	6	3.98
Make Newport Beach an even more desirable place to live and work	46	8	21	10	11	3.71
Provide safe and healthy activities for our youth	46	18	14	14	5	3.89
Engage the youth of Newport Beach in creative practice and life skills	43	22	16	11	3	3.96
Bring people together to safely express and share creative ideas or practice	42	18	20	10	6	3.83
Awaken the personal creativity of our city residents	41	21	12	12	10	3.74
Help to promote good citizenship and civic engagement	39	19	23	9	7	3.76
Encourage healthy development and unique personalities of neighborhoods	30	26	23	11	6	3.66
Contribute to Newport Beach's economic prosperity	30	25	16	12	14	3.46
Honor and celebrate ethnic identity and diversity	29	17	19	15	16	3.29
Attract tourism to our region	22	11	22	10	29	2.86

## Special Topics:

**A. The historic Balboa Theater building** located at 707 East Balboa Street on the Peninsula, adjacent to the Balboa Pier, is owned by the City of Newport Beach. The City is evaluating converting this empty structure to a Fine Arts Center where the community can gather to embrace and celebrate the arts. Help the City develop programs of interest to the community by ranking the following potential program options in order of importance to you and your household. (Rank in order of 1 - 6, 1 being your top choice and 6 being your lowest choice.)

When residents are asked about potential programming for a Fine Arts Center in the historic Balboa Theater building, these were their top recommendations:

Answer Options	Ranking
• Live Performances such as bands, music concerts, open mic nights, vocalists, poetry slams	1
• Community Events (seasonal festivities, creative community meeting space)	2
• Film/Movie Events (documentaries, shorts, special showings, oldies but goodies, arts house films)	3

**B. New Space:** The community has identified the need for a 350-450 seat flexible-use space, either by re-purposing an existing site or establishing a new one. Potential uses could include the Library's Special Programs and Newport Beach Film Festival. What would you like to see at this new creative space? Rank the importance of the following suggestions to you and your household:

A New Space best targeted to serve established community programs, most respondents say.

Answer Options	Ranking
A 350 seat flexible theatre space that would serve established community programs (chosen as #1 by over 50% of respondents)	1
A Center that is environmentally sensitive and architecturally unique that combines the arts and sciences	2
Creative Meeting Spaces/Retreat Center available for rent on a sliding scale for non-profits as well as business	3
Artists studio space open to the public with exhibition space, classroom and small recital space	4

**C. The City of Newport Beach enjoys over 50 parks of various sizes and a new Civic Center.** These outdoor assets can play an important role in offering City programs that serve their surrounding neighborhoods. Help the City provide programs of interest in these parks & Civic Center by ranking the following in order of importance to you and your household:

Residents see City's abundant parks as ideal venues for performances

Answer Options	Rating Average
High-quality live Performances (bands, open mic nights, vocalists, quartets, theatre and dance)	1
Community art showcases and cultural festivals	2
Interactive Public Art Garden interwoven with hiking/fitness trails	3

**D. The Orange County Museum of Art** (currently in Newport Beach) will be moving to Costa Mesa in a few years selling one of 2 parcels it owns near Fashion Island. A new arts facility could potentially be built on one of the parcels and financed (at no taxpayer expense) by the sale and development of the remaining parcel of land. Please rank in order of importance to you and your household the following cultural uses for such a facility.

A performance space is considered the best use of the vacated land as the OC Museum of Art plans to move to Costa Mesa which validates the overall need expressed by residents of such a space.

Answer Options	Rating Average
A 300-seat flexible performance space that could host multiple arts and cultural events	1
An affordable creative meeting space that could be used for lectures and community conversations	2
Home for film and jazz events as well as festivals	3

### **Sampling of Comments: "What else would you like to tell us?"**

#### **Governance**

- We need to have a full time Arts Coordinator at the minimum to implement arts programs
- The City needs to re-hire an Arts Coordinator to allow the Library Director to do his job directing the library instead of spending such a large amount of time with the Arts

Commission.

### **Programming**

- Diverse offering of arts and culture in the city. Newport has really been doing a good job in the last year. Keep it up.
- I think we are on the right track with the plays and concerts in the parks and the sculpture exhibition in city hall park. More of all of it would be great.
- I would like to see a range of offerings that is creative, more sophisticated and modern...modern offerings to worldly adults rather than the usual fare created for children and seniors
- Most arts offerings in Newport Beach are provincial. The highest quality, innovative, professional expertise and management are needed.
- I'd like to see a greater emphasis and encouragement of local artists, as well as a diversity in art
- We need more funky and cool and less navy blue and white formal. Teens could REALLY use a place to hang out
- Public art is what makes a city really special. Murals, sculptures, fountains, etc. Temporary or permanent. And don't worry if everyone doesn't like every piece. Lots more public art!!!
- There is very little to do culturally in NB besides the terrific Library Lectures and Film Festival. A shame. They need more support.

### **Arts Education**

- keeping the arts in the schools of Newport Beach- the City needs to support the arts in all our local schools!
- Help the schools in NMUSD to continue and grow their art programs by providing whatever support they need in regards to locations or summer programs for the students

### **Facilities**

- Larger facility for arts, entertainment and library speakers/author events
- We would LOVE to see a 300+ seat venue at the library/city hall complex that could accommodate the Library Foundation's growing speaker series as well as other events
- I was very disappointed that the new City Hall did not include a bigger Theatre/Auditorium. We need a facility that can accommodate 350+ guests for lectures and music events. Run by the library or public entity but open for public use

### **The Planning Process**

- I would like the City to do more outreach to neighborhoods adjacent to the Civic Center when plans for new art in the park are being proposed.
- there has been no opportunity for the community to share their own ideas and innovation on the Cultural arts master plan. Why is the City of Newport Beach Cultural Arts Master Plan not looking at the other arts and cultural issues within the City?



**A Public Forum was held  
on Monday, September 29, 2014  
at the Oasis Community Center**

The purpose of the forum was to vet four re-occurring themes to date and then open the meeting up for public comment in advance of writing the recommendations. Eighty-nine people registered for the forum and fifty-five were in attendance.

Each table group approached their topic with the same process and reported out to the full group. Notes were posted for all attendees to review and add their comments. Below is a summary of the table group notes as well as the public comments.

## SUMMARY OF GROUP TABLE TOPICS

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### **Table Topic: PUBLIC PARKS & THE CIVIC CENTER**

The City of Newport Beach enjoys over 50 parks of various sizes. There are at least six parks with parking capacity that can accommodate large crowds of people. In fact, many of these parks have played host in the past to musical concerts, Shakespeare in the Park, Movie Nights, plus more. The new Civic Center and the Parks are significant assets which can play an important role in the City's Arts and Culture Master Plan and serve their surrounding neighborhoods with creative experiences. Community input is being sought to determine programs that are of interest to explore further in strategic planning.

#### **Top three choices:**

- Live Performances (bands, open mic nights, vocalists, quartets)
- Public Art in the form of interactive playground elements
- Community arts showcases and Cultural festivals

#### **New Ideas:**

- All forms of Public Art with a mobile app including one honoring Rex Brandt at end of Civic Green
- Interactive, creative playspaces for children
- Exhibition opportunities for children
- Wide variety of performing art including ones that engage youth
- High quality professional performances with proper infrastructure for them
- Arts programming specific to the outdoors: photography, garden design, reusable materials, "Do it Yourself classes
- Free concerts on a regular schedule with picnic food or food trucks available, wine and beer
- Pop-up children's museum that rotates between parks

#### **Concerns:**

- Not using Parks for arts and culture events is a lost opportunity
- Creating youth programs that duplicate school district programs instead of enhancing them
- Adequate infrastructure: sound, stage and lighting
- Alcohol allowed at public parks
- Noise and curfew issues with neighbors
- Attracting audiences to events in parks as well as community support
- Engage all of the City parks, not just Civic Center
- Don't be afraid to be edgy or bold in offerings
- How to appeal to all ages and cultures
- Civic Center seen as exclusive (high ed Food and Wine Festival)

**Table Topic: A BOLD NEW CREATIVE SPACE**

Multiple stakeholders and potential partners have identified the need for a 350-450 seat flexible-use space to be built that is affordable and focused on serving the citizens of Newport Beach. Potential users include the Library Lecture Series/Special Programs and Newport Beach Film Festival. Suggestions have included the desire for a green, architecturally interesting building that brings in the outdoors. Several potential areas in the city have been identified as possible sites.

A list of potential uses that could be combined for a “mixed use” approach are as follows:

**Top choices:**

- A 300 -400 seat flexible theatre space that would serve established community programs
- Interactive Public Art Garden interwoven with hiking/fitness trails
- Creative teen center that provides a safe environment for teens to produce and experience arts
- Creative meeting spaces/retreat center available for rent on a sliding scale for non-profits as well as business

**New Ideas:**

- Amphitheater offering free concerts with food, wine and beer, picnicking
- Artist’s Studio spaces open to the public with gallery exhibition space, classrooms, gift shop and small recital space
- Music programs – symphony, glee clubs, talent showcases; Musical theatre – youth theatre conservancy, new performance works, design; art classrooms
- Environmentally sensitive space, green
- Include the sciences as well as the arts i.e STEAM
- Are there existing spaces that can be re-purposed?

**Concerns:**

- Theatre space should be located at library
- Is 300-350 big enough for the need?
- Where would it be located?
- Is one type of facility going to work and serve all the needs? Lectures vs. staged
- Would teens be motivated to attend? Needs good location and collaboration with schools
- Need good planning with city on traffic, parking, noise, security and zoning
- Who decides who uses the space and who manages the facility?
- Flexibility often interferes with solid programming. Center should not be a “one size fits all”. Decide on one focus first, do that well, then add in other uses

**Table Topic: BALBOA FINE ARTS CENTER**

The Balboa Theater building located at 707 East Balboa Street on the Peninsula, adjacent to the Balboa Pier, is owned by the City of Newport Beach. Recent action has been taken by the City to examine converting this empty structure to a Fine Arts Center where the community can gather to embrace and celebrate the arts. The Center would be a flexible space that would provide programs such as art instruction, movie nights, live performances, art and culinary classes, special events and a rental venue for family and civic events. The building is currently undergoing a space feasibility study on how best to maximize the venue to meet varying program needs. Community input is being sought to determine programs of interest to help aid in its design.

**Top 4 choices:**

- Children's Programs and classes (art, drama and music camps)
- Live Performances (bands, open mic nights, vocalists, quartets)
- Film/Movie nights (documentaries, shorts, special previews)
- Community Events, seasonal festivals and community meeting space

**New Ideas:**

- Public art is incorporated into the building from the beginning
- Storytelling, poetry and theatre
- Author lectures and book signings
- Lectures on the history of all arts forms. Education is first!
- Open mic for music and poetry
- Free, safe activities for young people. No alcohol
- Interesting, artistic place for teens to meet in the evening
- Wine tastings.
- All the choices are good ideas
- Seasonal offerings like a Charles Dickens Faire at Christmas
- Beach Boys theme festival
- Exhibition space and flexible space
- Digital art installation – Space should be equipped with latest technology- STEAM
- Young performer open house/showcase

**Concerns:**

- Parking, traffic and access- provide public transit like a low cost trolley. Suggestion: Need a trolley from parking site near Newport Blvd that could also be used by summer junior lifeguard program
- Need to consider possible competition from lido Theatre in designing plans & use
- Acoustics
- Marketing/PR plan that is effective. Not a lot of people know about it
- Duplication of other city offerings
- Transient population of area...who is the building serving as their primary target and will they come to this area
- Understand the demographics of the area
- Area is unattractive because of renters
- Events that are important enough to the community that they will want to get involved
- Who is choosing these programs and insuring quality and scheduling?
- How will different activities be scheduled, managed and supported in the same building?

**Table Topic: ORANGE COUNTY OF MUSEUM OF ART LAND- USE OF THE LAND**

To better serve the needs of the community and its own growing exhibition and educational programs, the Orange County Museum of Art announced plans in 2008 to move to a site in Costa Mesa. There the museum will join the Segerstrom Center for the Arts and South Coast Repertory on an expanded cultural campus that serves upwards of 700,000 annual visitors. The museum is currently investigating uses of the two adjacent properties it owns in Newport Center. The one property (2 acres) house the museum's galleries, the second site is used for its offices and other administrative foundations (>0 acres). The museum wishes to develop the 2 acres-site into a high-end residential structure, with up to 99 units. The museum is also investigating uses for the .9 acres site. At present, the building on the site is 14,000 sq. feet. Community input is being sought as to the best cultural use of the .9-acre site and potentially a new structure on the site to replace the current one.

**Top three choices**

- A 300 seat flexible performance space that is architecturally exciting
- A center for the classical arts i.e. poetry, storytelling and traditional visual arts
- A satellite brand of the Orange County Museum of Art highlighting regional heritage since WWII
- An affordable creative meeting space that could be used for lectures and community conversations

**New Ideas:**

- Creative writing center for all ages
- Open, integrated center for a combination of art forms
- Center for history of the arts
- Arts Education Center that allows for gaining cumulative knowledge and learning about the arts beginning with visual art forms
- A place for musical concerts in the evenings
- A venue for nightly jazz and live music – consider a for profit night club

**Concerns:**

- Finding a good director/management team for the space
- All should feel welcome – be careful not to segregate the facility. We want a cross-section of the population to utilize the center

**Additional Comments:**

- Partnerships: Photography in area restaurants
- Make sure offerings are distributed all over city
- Investigate edgy, unique offerings
- Need an arts coordinator to manage a well-organized approach and program
- Make sure opinions of residents/general public are solicited and honored
- Map and identify existing public art with mobile apps
- Expedite arts vision with developer fees
- Arts Plan needs to be on-going and not diverted or influenced by political agenda or change
- Do not duplicate surrounding areas (Laguna Beach), but develop something unique that could have national appeal

## PUBLIC COMMENTS

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### **INFRASTRUCTURE**

- Arts coordinator position needs to be restored

### **FACILITIES**

- Library needs bigger room to accommodate large lectures/speakers
- Consider facility use crossover, like at high schools
- Newport Beach should have a world-class performing arts center—why limit it to 300 seats?
- 300-seat performing arts space is needed

### **PUBLIC ART**

- Sculpture exhibition at Civic Center should have a theme like the ocean, fossils, etc
- Commemorative sculpture for the Civic Center for Rex Grant
- Put sculpture in every park
- Look into additional public art locations across the city
- Develop a percent for art program

### **TRAFFIC/TRANSPORTATION**

- Balboa Peninsula is already too crowded—what kind of traffic will new Fine Arts Center bring? Is there a way to move people without going down the Peninsula?

### **COMMUNICATION TO PUBLIC**

- More public input is needed to evaluate interests
- Residents want to be part of the process or at least notified of what's going on
- There is need for collective coordination of publicity for arts & culture events in Newport Beach... banners, websites, etc.

### **EVENTS**

- Open mic, coffeehouse-feel for teenagers
- Science brings culture & shouldn't be ignored in arts & culture master plan

### **GENERAL**

- Expand arts scene in Newport Beach
- Do something unique to Newport Beach, don't duplicate other cities
- Want a city-run community orchestra
- Consulting group for Arts + Culture Master Plan should not be involved in the suggestions of the plan

# **Appendix C**

- C-1**      Newport Beach arts organizations reflected in  
Economic Impact data
  
- C-2**      Creative Industries in Newport Beach  
(Dun and Bradstreet)

**Annual Economic Impact of Newport Beach Nonprofit Arts & Culture Organizations**

<b>Organization</b>	<b>Income</b>
Balboa Theatre	\$ 409,588
Baroque Music Festival	\$ 88,647
ExplorOcean	\$ 2,372,362
Friends of Newport Beach Library	\$ 205,758
Hutchins Consort	\$ 127,757
Musical Theatre Academy of Orange County	\$ 527,287
Newport Beach Film Festival	\$ 3,458,590
Newport Beach Arts Foundation	\$ 3,496
Newport Beach Library Foundation	\$ 1,100,063
Newport Beach Sister City	\$ 4,652
Newport Theatre Arts Center	\$ 143,706
Orange County Museum of Art	\$ 5,839,303
Sherman Library & Gardens	\$ 1,264,649
Southern California Children's Chorus	\$ 729,166
<b>Total Direct Spending</b>	<b>\$ 16,275,024</b>
<b>Indirect Spending (x 1.89)</b>	<b>\$ 30,759,795</b>
<b>Audience Spending (x 1.85)</b>	<b>\$ 10,026,229</b>
<b>Total Economic Impact</b>	<b>\$ 57,061,048</b>

*Notes:*

*Income figures were derived from organizations' latest Form 990 posted on Guidestar.org.*

*Indirect spending multiplier is that used by the A. Gary Anderson Center for Economic Research at Chapman University in past Economic Impact of the Arts reports.*

*Audience spending: due to lack of admissions detail in the Form 990, we have conservatively estimated admissions income to be only 1/3 of total income and used that figure with Chapman University's recommended multiplier*

The Otis Report on the Creative Economy in Los Angeles and Orange County:

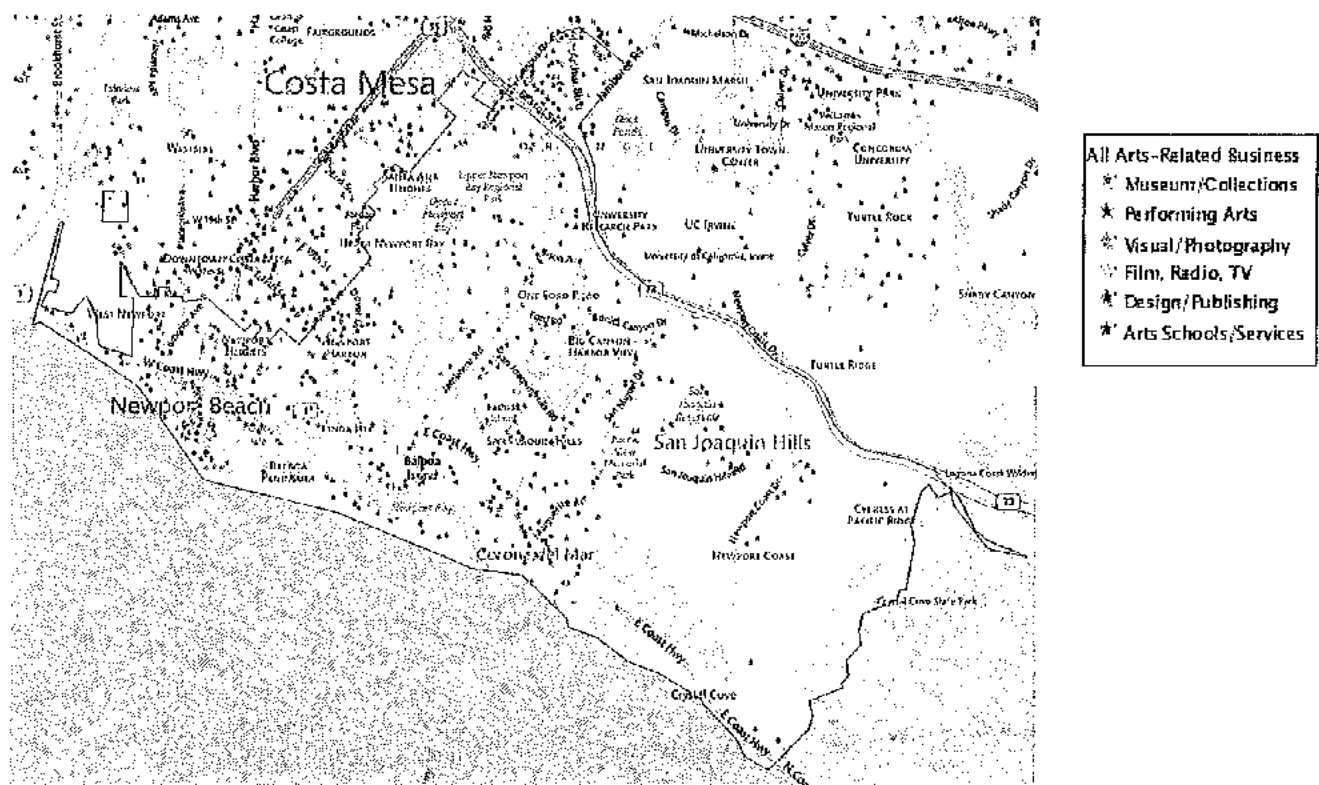
<http://www.otis.edu/otis-report-creative-economy>



## The Creative Industries in City of Newport Beach, CA

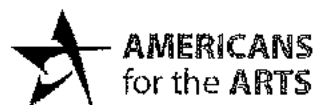
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Newport Beach, CA**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

### 847 Arts-Related Businesses Employ 2,793 People



City of Newport Beach is home to 847 arts-related businesses that employ 2,793 people. The map above plots the creative industries, with each star representing a unique arts-related business.

Nationally, 750,453 businesses are involved in the creation or distribution of the arts, and they employ 3.1 million people. This represents 4.2 percent of all U.S. businesses and 2.1 percent of all U.S. employees. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. Between 2012 and 2014, Dun & Bradstreet conducted a large-scale, post-recession database cleaning. Despite a reduction in the overall numbers of all U.S. businesses (arts and otherwise), the arts share of businesses and employment remained stable as a percentage of the national totals —demonstrating that the Creative Industries are as resilient and durable as other sectors of the economy. These data are current as of January 2014.



2014

**The Creative Industries in  
City of Newport Beach, California**  
(Data current as of January 2014)

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>5</b>	<b>45</b>
Museums	4	43
Zoos and Botanical	1	2
<b>Performing Arts</b>	<b>76</b>	<b>168</b>
Music	27	81
Services & Facilities	20	49
Performers (nec)	29	38
<b>Visual Arts/Photography</b>	<b>158</b>	<b>404</b>
Crafts	9	28
Visual Arts	33	63
Photography	94	257
Services	22	56
<b>Film, Radio and TV</b>	<b>77</b>	<b>343</b>
Motion Pictures	75	341
Radio	2	2
<b>Design and Publishing</b>	<b>521</b>	<b>1,817</b>
Architecture	121	787
Design	337	628
Publishing	3	7
Advertising	60	395
<b>Arts Schools and Services</b>	<b>10</b>	<b>16</b>
Arts Councils	1	2
Arts Schools and Instruction	9	14
<b>GRAND TOTAL</b>	<b>847</b>	<b>2,793</b>

**Research Notes:**

- The Creative Industries data are based solely on active U.S. businesses that have registered with Dun & Bradstreet (D&B). Because not all businesses register, our analyses indicate an under-representation of nonprofit arts organizations and individual artists in the data. The data in this report, therefore, should be considered conservative.
- Like many major data providers, including the federal government, D&B periodically reviews its database for accuracy by removing inactive businesses and adding new active ones. After a large-scale, post-recession database cleaning, D&B reduced the total number of active U.S. business records in its database to approximately 18.0 million in January 2014, down from 21.3 million in January 2012 (-15.8 percent). As such, year-to-year changes through 2014 may not represent a trend increase or decline, but rather stem from a more accurate tally of the active business population. These 2014 data are the most current and accurate data available and represent a new baseline for the Creative Industries data.

# **Appendix D**

- D-1**      Primary Assets
- D-2**      Potential Partners
- D-3**      Current & Potential Venues

## PRIMARY ARTS & CULTURE ASSETS IN NEWPORT BEACH

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### **City sponsored Arts and Culture Events**

- **Presented by Newport Beach Arts Commission**
  - Newport Beach Juried Art Exhibition and Sale
  - Civic Center Concerts
  - Sculpture Garden at Civic Center
  - Library lectures and programs
  - Shakespeare by the Sea
  - Visual and Performing Arts classes for youth and seniors at community centers
  - Juried Art Exhibition
  - Temporary art exhibitions at city facilities
  - Museum Tour
- **Newport Beach Arts Commission funds** a number of arts organizations each year to deliver arts programming in the city. Those funded in 2014 include:
  - Baroque Music Festival
  - ExplorOcean
  - Festival Ballet Theatre
  - Newport Beach Film Festival
  - Seaside Musical Theatre
  - South Coast Repertory
  - Southland Opera
- **Newport Beach Public Libraries**
  - The Witte Lecture Series
  - “Library Live” and special lecture programs
  - Workshops and discussion groups
- **City Department of Recreation and Senior Services**
  - Classes in all arts disciplines offered for children and seniors
  - Variety of arts programming offered in parks

### **Key Partners:**

- Newport Beach Arts Foundation
- Newport Beach Public Libraries
- Visit Newport Beach

### **Arts and Culture Organizations in Newport Beach**

- |   |   |
|---|---|
| • Balboa Island Museum and Historical Society | • Newport Beach Historical Society      |
| • Baroque Music Festival                      | • Newport Theatre Arts Center           |
| • The Decorative Arts Society                 | • Orange County Museum of Art           |
| • ExplorOcean                                 | • Seaside Musical Theatre               |
| • Musical Theatre Academy of Orange County    | • Sherman Library and Gardens           |
| • Newport Beach Film Festival                 | • Southern California Children’s Chorus |

## **Festivals and Events**

- Annual Lighting of the Bay
- Annual Newport Beach Christmas Boat Parade
- **Art in the Park, Newport Beach Arts Foundation**
- Balboa Car Show
- **Balboa Island Art Walk**
- Balboa Island Parade
- **Baroque Music Festival**
- Corona del Mar Sandcastle Contest
- The Decorative Arts Society Lecture Series
- **ExplorOcean Science Saturdays**
- Fall Faire at the Environmental Nature Center
- Holiday Tree Lighting at Fashion Island
- **Hyatt Regency Newport Beach Jazz Festival**
- **Hyatt Regency Summer Concert Series**
- **Imagination Celebration**
- McFadden's Wharf Open Air Markets
- Mariner's Park 4<sup>th</sup> of July Parade
- **Newport Beach Film Festival**
- Newport Beach Wine and Food Festival
- Newport Dunes Movies on the Beach
- Newport Dunes 4<sup>th</sup> of July Celebration
- Old Glory Boat Parade (4<sup>th</sup> of July)
- **Orange County Museum of Art Artist Talks and Curatorial tours**
- Taste of Balboa
- Wooden Boat Festival

**\*Blue text signifies dedicated focus to the arts**

## **Art Galleries**

- Art for the Soul, 210 Marine Ave, Newport Beach
- Art Resource and Appraisal Group, 20351 Irvine Ave, Newport Beach
- Brett Rubbico Gallery, 361 Old Newport Blvd, Newport Beach
- Coastline Community College Art Gallery, 1515 Monrovia Ave. Newport Beach
- Debra Huse Gallery, 229 Marine Ave, Newport Beach
- Grace Lane Gallery, 2865 East Coast Highway, Corona Del Mar
- Heart of the Island Gallery, 222 Marine Ave, Newport Beach
- Katherine Norris Fine Art Gallery, 177 Riverside Ave, Newport Beach
- Lahaina Galleries, 1173 Newport Center Dr, Newport Beach
- Peter J Art Gallery, 3416 Via Lido, Newport Beach
- Scene Gallery, 2620 San Miguel Dr, Newport Beach
- Sher's Art Gallery, 2830 Newport Blvd, Newport Beach
- Southern California Art Projects & Exhibitions/SCAPE, 2859 East Coast Hwy, Corona Del Mar
- Susan Spiritus Gallery, 20351 Irvine Ave, Newport Beach

## **Existing Venues for Arts and Culture Programs and Events**

### **I. City owned**

- Balboa Village and Pier
- **Balboa Theatre**
- Civic Center Community Room
- Civic Center Green
- Friends Room at the Library
- Library Branches: Central Library, Mariners, Balboa, and Corona del Mar
- McFadden Square and Wharf
- Newport Harbor
- Newport Pier
- **Newport Theatre Arts Center**
- Oasis Community Center
- Parks and Community Centers (see attached list)
- Beaches

**\*Blue text signifies dedicated focus to the arts**

### **II. Privately Owned Venues**

- Back Bay Science Center
- Coastline Community College
- Corona del Mar High School Auditorium
- Environmental Nature Center
- ExplorOcean
- Fashion Island
- Hyatt Regency Amphitheatre
- Island Theatre
- The Lido
- Newport Bay Conservancy: Peter and Mary Muth Interpretative Center
- Newport Dunes
- Newport Harbor High School Loats Auditorium
- Orange County Museum of Art
- The Port Theatre
- Rogers Gardens
- Sage Hill School: The Studio
- St. James
- St. Mark's Presbyterian Church
- Sea Scouts
- Sherman Library and Gardens

## POTENTIAL PARTNERS

### Regional Art & Culture Organizations within 10 miles

- Bowers Museum
- Claire Trevor School for the Arts, UC Irvine
- Festival of the Arts Laguna Beach
- Irvine Barclay Theatre
- Laguna College of Art & Design
- Laguna Playhouse
- Orange County Children's Book Festival
- Pacific Chorale
- Pacific Symphony
- Philharmonic Society of Orange County
- Segerstrom Center for the Arts

### Foundations

- Balboa Performing Arts Theater Foundation
- Bourke Family Foundation
- Friends of the Library
- Library Foundation
- Melody Makers Scholarship Foundation
- Newport Beach Arts Foundation
- Orange County Community Foundation

### Clubs / Associations

- American Sewing Guild
- Art Resource Group
- Mayor's Youth Council
- Newport Beach Sister City Association
- NPB Recreation Department Teen Leader Program
- Orange County Film Society
- Orange County Mormon Choral Organization
- Southern California Plein Air Painter's Association (SoCalPAPA)
- The Community Scholar Program
- The Crystal Cove Alliance
- Young Singers of Orange County

### Cross-sector Arts & Education Partners with Rec Department

- CS Dance Factory
- Edutainmentarts Inc (Throughout Southern California)
- IncrediFlix (Costa Mesa)
- Kids N Motion (Palos Verdes Peninsula)
- Orange County Dance Production (Several Locations in OC)
- Pandarin Academy (Laguna Beach)
- PlayWelsTeknologies (Locations Nationwide)
- Robotis Kidslab (Irvine)
- Take the Stage Productions
- Young Rembrants
- LA/OC Gateway (Anahiem)

### Tourism Businesses

- Balboa Bay Resort
- Balboa Inn
- Electra Cruises
- First Cabin at Balboa Bay Club Resort
- Gondola Company of Newport Beach
- Hornblower Cruises -Newport Beach
- Hyatt Regency Newport Beach
- Island Hotel
- Newport Beach Vineyards and Winery
- Newport Dunes Waterfront Resort

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### Religious Organizations/ Churches

- Balboa Bay Resort
- Balboa Inn
- Electra Cruises
- First Cabin at Balboa Bay Club Resort
- Gondola Company of Newport Beach
- Hornblower Cruises -Newport Beach
- Hyatt Regency Newport Beach
- Island Hotel
- Newport Beach Vineyards and Winery
- Newport Dunes Waterfront Resort

### Schools

#### Public:

- Abraham Lincoln Elementary School (K-6)
- Anderson Elementary (K-6)
- Corona Del Mar High School
- Eastbluff Elementary School (K-6)
- Harbour View Elementary School (K-6)
- Horace Ensign Intermediate School
- Mariners Elementary School (K-6)
- Newport Elementary School (K-6)
- Newport Coast Elementary School (K-6)
- Newport Harbor High School (9-12)
- Newport Heights Elementary School (K-6)

#### Private:

- Carden Hall (K-8)
- Harbour Day School
- Newport Christian School (K-2)
- Newport Montessori (K-1)
- Our Lady Queen of Angels-Catholic (K-8)
- Sage Hill School (9-12)
- St. Matthew's Montessori School (K)
- The Susan Phillips Day School (K)

### Yacht Clubs

- Bahia Corinthine Yacht Club
- Balboa YachtClub
- Lido Isle Yacht Club
- Neport Beach Yacht Club
- Newport Harbor Yacht Club
- Shanb Island
- South Shore Yacht Club
- Transpacific Yacht club

### Restaurants with Music and Arts Programming

- Alta Café
  - Bayside
  - Blue Water Grill
  - Code Restaurant and Lounge
  - Island Hotel
  - Muldoon's
  - Newport Beach Hyatt Regency
  - Pita Jungle
  - Quiet Woman
  - The Bungalow
  - The Cannery
  - The Porch
  - The Village Inn
-



## CURRENT AND POTENTIAL VENUES

### Arts and Culture Venues

- Balboa Theatre
- Coastline Community College Gallery
- ExplorOcean
- Friends Room at Central Library
- Lido Theatre
- Newport Theatre Arts Center
- Orange County Museum of Art
- Port Theatre
- Sherman Library and Gardens

### Other Facilities – Public and Private

- Balboa Performing Arts Theater Foundation
- Back Bay Science Center
- Big Newport Movie Theatre
- Civic Center Community Room
- Newport Beach Civic Center Green
- Corona del Mar High School Auditorium
- Environmental Nature Center
- Fashion Island
- Hyatt Regency Amphitheatre
- Island Movie Theatre
- Muth Interpretative Center
- Newport Harbor High School Loats Auditorium
- Newport Aquatic Center
- Newport Beach Golf Course
- Newport Dunes
- Newport Landing
- Newport Pier & Harbor
- Rogers Gardens
- Saint James the Great
- Saint Mark's Presbyterian Church
- The Sudio at Sage Hill

### Villages & Neighborhoods

- Balboa Island
- Balboa Peninsula
- Corona Del Mar
- Lido Marina Village
- Mariner's Mile
- Newport Coast
- Old Newport Boulevard
- Santa Ana Heights
- The islands of Newport Harbour
- Upper Newport Bay

### Libraries

- Balboa Branch Public Library
- Corona Del Mar Library
- Mariners Branch Public Library
- Newport Beach Central Public Library (Friends Room)

## Community Centers

- Cliff Drive Park and Community Center
- Balboa Community Center
- Bonita Creek Park and Community Center
- Carroll Beek Community Center
- Civic Center Community Room and Lawn
- Community Youth Center (Corona Del Mar)
- Grant Howald Park & Community Youth Center
- Lincoln Athletic Center (Corona Del Mar)
- Marian Bergeson Aquatics Center & VJ Community Center
- Mariners Vincent Jorgensen Community Center
- Newport Coast Community Center
- Oasis Senior Community Center
- San Joaquin Hills Park & Lawn Bowling Center
- West Newport Community Center

## Beaches and Parks

- 38th Street Park
- Arroyo Park
- Balboa Island Park
- Bay Back View Park
- Bayside Park
- Bayview Park
- Begoina Park
- Big Canyon Park
- **Bob Henry Park**
- Bolsa Park
- **Bonita Canyon Sports Park**
- Buck Gully Reserve
- Buffalo Hills Park
- Canyon Watch Park
- Castaways Park
- Channel Place Park
- City Beaches
- Civic Center Park
- Corona Del Mar State Beach
- Costal Peak Park
- Dog Park
- **East Bluff Park**
- Ensign View Park
- Galaxy View Park
- Gateway Park
- **Grant Howald Park**
- Harbor Watch Park
- Harper Park
- Inspiration/Lookout Point Park
- **Irvine Terrace Park**
- Jasmine Creek Park
- Kings Road Park
- L Street Park
- Lake St Park
- Las Arenas Park
- Los Trancos Canyon View Park
- M Street Park
- Mariners Park
- Mesa Birch Park
- Miramar Park
- Myrtle Park
- **Newport Coast Park**
- Newport Island Park
- Newport Shores Park
- North Star Beach
- Old School Park
- Peninsula Park & Field
- San Joaquin Hills Park (Corona del Mar)
- San Miquel Park
- Spyglass Hill Park
- Spyglass Hill Reservoir Park
- Sunset View Park
- Upper Back Gully
- Upper Newport Bay Regional Park
- Veteran's Memorial Park
- West Jetty View Park
- West Newport Park
- Westcliff Park

**Largest Parks that can accommodate large events**

# **Appendix E**

- E-1**      Arts and Culture Coordinator Job Description  
(November 2013)
  
- E-2**      Examples from other cities of  
Arts Staffing Levels



# CULTURAL ARTS COORDINATOR

Class Code:  
1095

Bargaining Unit: City Employees Association

CITY OF NEWPORT BEACH  
Revision Date: Jul 30, 2014

## SALARY RANGE

\$25.70 - \$36.16 Hourly  
\$2,056.00 - \$2,892.80 Biweekly  
\$4,454.67 - \$6,267.73 Monthly  
\$53,456.00 - \$75,212.80 Annually

**DEFINITION** To plan, direct and coordinate the activities of the Cultural Arts Division of the Community Services Department. Activities include the development and implementation of cultural arts programming for the City; support for the activities of the City Arts Commission; support for the activities of the Newport Beach Sister City Association; coordination of arts and cultural activities within the Community Services Department and the City; research grant opportunities for the Community Services Department and prepare grant proposals.

**SUPERVISION RECEIVED AND EXERCISED:** Receives general supervision from the Community Services Director/City Librarian.:

## ESSENTIAL DUTIES:

EXAMPLES OF ESSENTIAL DUTIES: Duties may include, but are not limited to, the following:

### Essential Job Duties

- Participate as a contributing member of the Administrative Team of the Community Services Department;
- Represent the cultural interests of the City and the Department in the planning of Department activities;
- Research grant opportunities for the respective services provided by the Community Services Department, and prepare grant proposals;



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Class Code:  
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**SUPERVISION RECEIVED AND EXERCISED:** Receives general supervision from the Community Services Director/City Librarian.:

## ESSENTIAL DUTIES:

EXAMPLES OF ESSENTIAL DUTIES: Duties may include, but are not limited to, the following:

### Essential Job Duties

- Participate as a contributing member of the Administrative Team of the Community Services Department;
- Represent the cultural interests of the City and the Department in the planning of Department activities;
- Research grant opportunities for the respective services provided by the Community Services Department, and prepare grant proposals;

- Provide a leadership role in cross-departmental events under the auspices of the Community Services Department;
- Participate in the joint cooperative activities of the Community Services Department such as the Imagination Celebration, the annual Filmmakers Series, and lectures and programs at the Central Library;
- Form alliances and coalitions with community arts organizations to promote cultural projects and programs within the City;
- Assist the City Arts Commission with ongoing establishment of cultural arts goals and development of a City Cultural Plan;
- With the City Arts Commission, and guided by official City Policy, organize and coordinate the annual process of awarding of the Cultural Arts Grants, monitor grantees' progress and completion reports;
- Assist the Commission in its grant award selection process, facilitate awarding of grant funds, monitor grantees' progress and completion reports;
- Organize, coordinate, and mount juried art shows and other exhibitions, with the City Arts Commission, providing an opportunity for Newport Beach and Orange County artists to exhibit works in the City Hall Gallery, the Central Library, or other selected sites. Plan and host artists' receptions for gallery openings;
- With the City Arts Commission, plan, coordinate and implement projects such as Concerts in the Park, Arts Education Workshops, the City Hall Christmas Tree and other arts projects and events;
- Act as liaison staff to the Newport Beach Sister City Association; and assist with foreign visits, association events and other activities such as cultural festivals;
- Act as liaison staff to the Newport Theatre Arts Center, monitor contracts, etc.;
- Prepare and submit materials for the Arts and Cultural Services pages of the Newport Navigator and secure artwork;
- Maintain the Arts and Cultural Services web page;
- Maintain the digital and paper inventory of the City's artwork;
- Prepare the Cultural Arts Division budget, administer the approved budget; and
- Perform related duties as assigned.

**QUALIFICATIONS:**

*To perform this job successfully, an individual must be able to perform each essential function. The requirements*

*listed below are representative of the knowledge, skill, and/or ability required.*

**Knowledge of:**

Program content of the specified activities;  
Basic principles and procedures of cultural arts programs; and  
Computer programs and applications; such as Microsoft Word, Excel, Access, Front Page, Outlook, Internet Explorer.

**Ability to:**

Represent the Community Services Department and the City and interact positively with representatives from community groups, arts organizations, schools and the general public;  
Present works of art for public exhibitions which may require lifting of materials up to 50 pounds, and occasional use of a ladder;  
Present information and intellectual content in an organized manner in both oral and written format;  
Research grant opportunities for services provided by the Community Services Department;  
Prepare grant proposals;  
Produce correspondence and basic documents, as well as update the web page in the current computerized office environment;  
Work independently and constructively in a multi-task, multi-project environment;  
Lead and manage others, when applicable;  
Communicate clearly and concisely, both orally and in writing;  
Appear for work on time;  
Follow directions from a supervisor;  
Understand and follow posted work rules and procedures;  
Accept constructive criticism; and  
Establish and maintain cooperative working relationship with those contacted in the course of work.  
This position may be required to work overtime hours as needed.:

**EXPERIENCE & TRAINING AND LICENSE/CERTIFICATE:**

**A combination of experience and training that would likely provide the required knowledge and abilities may be qualifying. A typical way to obtain the knowledge and abilities would be:**

**Experience: Experience with curating and mounting art exhibitions, volunteer management, planning**

and implementing social events, and grants preparation and management is highly desirable.

**Training:** Bachelor's Degree or equivalent from an accredited college or university with major course work in art, fine arts, business administration, public administration, or related field; or a combination of education and experience to provide the required knowledge and abilities to successfully provide the essential functions of the position.

**License/Certificate:** Possession of, or ability to obtain, an appropriate, valid California driver's license.

**Additional Requirement:** Candidates deemed most qualified, as reflected in their application materials, will be invited to continue in the recruitment process. At that time, background information will be requested from the candidates. Prior to employment, the prospective candidate must successfully complete a thorough background review, including being fingerprinted by the Newport Beach Police Department. The resulting report of your conviction history, (if any), will be evaluated along with the other information received in connection with your application. Except as otherwise required by law, a criminal conviction will not necessarily disqualify you from the position. The nature, date, surrounding circumstances, and the relevance of the offense to the position applied for may, however, be considered.

**Disaster Service Worker:** In accordance with Government Code Section 3100, City of Newport Beach Employees, in the event of a disaster, are considered disaster service workers and may be asked to respond accordingly.



## Examples from Other Southern California Cities

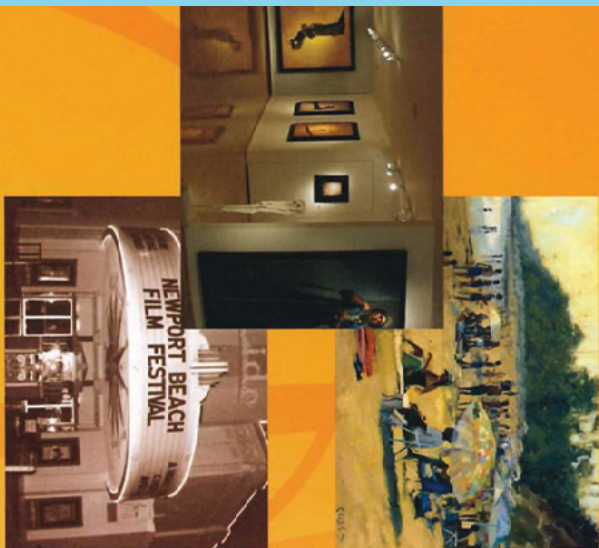
City	Population	Arts Budget	FTE	PTE
Brea Note: Operates gallery & Theatre	41,000	\$2,015,538* <i>*includes Senior Services</i>	8	
Encinitas	61,588	\$255,000	1	1
Huntington Beach	197,575	\$418,887	2	
Laguna Beach	23,000	\$1,027,000	1	
Mission Viejo	96,346	\$335,737	1	
Santa Monica Operates three cultural facilities	92,472	\$4,700,000	22	1
San Marcos	89,387	\$565,000	1	

# **Appendix F**

Newport Beach Cultural Arts Guide

(2004)

# Newport Beach CULTURAL ARTS Guide



A Cultural Guide to...

- THEATRE • DANCE • MUSEUMS •
- ART GALLERIES • PUBLIC ART SITES •
- NATURE CENTERS • MUSIC •
- FAMILY ART ACTIVITIES • FESTIVALS •
- PUBLIC GARDENS • FILM

## Discover the Arts in Newport Beach

*You'd be surprised what Newport Beach has to offer – a rich diversity of the arts along with stunning beaches, aquatic activities, unparalleled five-star dining, world class shopping, rich ecological preserves, spectacular golf courses, luxury resorts and more!*



Newport Beach's array of cultural attractions is unmatched for a city of its size and exquisite location. Arts and cultural offerings have been a valued part of Newport Beach for over 125 years. As early as 1877, artists journeyed to Orange County's coastal towns to paint, attracted by the natural beauty and extraordinary quality of light. Between 1910 and 1930, over 500 motion pictures were filmed on location, with stars such as Mary Pickford and Douglas Fairbanks.

From the Orange County Museum of Art, an internationally renowned showcase for contemporary art to the Newport Harbor Nautical Museum, with the city's marine heritage preserved aboard an historic boat; from the well attended outdoor arts festivals on Balboa Island and in the Cannery Village to the dozens of art galleries that dot the city's landscape; from the popular Newport Beach Film Festival to the acclaimed performances of the charming cliff-side Newport Theatre Arts Center; from the three elegant bronze figures depicted in Fashion Island's "Sky Dive," to the delightful Japanese friendship sculpture in front of the City Library; from the classical offerings of the Baroque Music Festival to the variety of free cultural lectures, performances and art exhibitions at the Central Library and City Hall, the arts are alive and thriving in Newport Beach.

Offering the best of the best clearly builds upon the traditions of our city's founders while promoting an enhanced future vision of a healthy and vital cultural community. It's evident that the longtime presence of arts and cultural offerings in the City of Newport Beach has contributed to our community's high quality of life and uniqueness as one of Southern California's most charming and exciting coastal towns.



## MUSEUMS

### BALBOA ISLAND MUSEUM AND HISTORICAL SOCIETY

502 S. Bayfront, Suite A • Balboa Island, CA 92662

(949) 675-3952 / [www.balboaislandmuseum.com](http://www.balboaislandmuseum.com)

A nonprofit organization formed by Island residents to collect, preserve and display Balboa Island memorabilia, providing residents, visitors and their families a place to learn about the history of the Island.

### NEWPORT HARBOR NAUTICAL MUSEUM

151 E. Coast Highway • Newport Beach, CA 92660

(949) 673-7863 / [www.nhnm.org](http://www.nhnm.org)

Founded in 1986 and housed in a landmark riverboat in Newport Harbor, committed to preserving and promoting maritime heritage displaying world-class ship models, historical photos, paintings, memorabilia, and special exhibits celebrating the Southern California maritime experience.

### NEWPORT BEACH SPORTS MUSEUM

100 Newport Center Dr. #200

Newport Beach, CA 92660

(949) 721-9333 / [www.newportsportsmuseum.org](http://www.newportsportsmuseum.org)

Houses more than 10,000 objects of sports memorabilia—jerseys, helmets, balls, bats, cleats and stadium seats—all of them used or worn by some of the most famous and talented athletes of the last two centuries.

### ORANGE COUNTY MUSEUM OF ART

850 San Clemente Drive • Newport Beach, CA 92660

(949) 759-1122 / [www.ocma.net](http://www.ocma.net)

Orange County's premier showcase for visual arts focusing on contemporary art and permanent collections reflecting California's rich artistic history. Revolving visiting exhibitions, gallery tours, artists' talks, films, workshops and performances.

## MUSIC, THEATRE & DANCE

### BALBOA PERFORMING ARTS THEATER

P.O. Box 752 • Newport Beach, CA 92661

(949) 673-0895 / [www.thebalboatheatre.org](http://www.thebalboatheatre.org)

The historic, landmark 1928 Balboa Theater, currently under renovation, will offer an intimate, 300-seat multi-use venue presenting music, dance, theater, film and arts education programs for all ages.

### MOZART CLASSICAL ORCHESTRA

27411 Padilla • Mission Viejo, CA 92691

(949) 830-2950 / [www.mozartorchestra.org](http://www.mozartorchestra.org)

Newport Beach's St. Andrews Church is the setting for Orange County's resident chamber orchestra which performs a full yearly season of classical music.

### NEWPORT THEATRE ARTS CENTER

2501 Cliff Drive • Newport Beach, CA 92663

(949) 631-0288 / [www.ntaconline.com](http://www.ntaconline.com)

Intimate theatre of 90 seats, successfully serving Southern California for over twenty years, offers a varied annual program ranging from musicals to serious drama.

### NEWPORT BEACH THEATER COMPANY

P.O. Box 11203 • Newport Beach, CA 92660

(949) 759-1046 / [www.nbtrco.org](http://www.nbtrco.org)

Youth oriented organization presenting three full-length Broadway style plays each year.

### SOUTHERN CALIFORNIA CHILDREN'S CHORUS

5020 Campus Drive

Newport Beach, CA 92660 (office location only)

(949) 250-9114 / [www.sccchorus.org](http://www.sccchorus.org)

Dedicated to enriching children's lives through distinguished choral music education and world-class performances. With 7 chorus levels (age 4 through late high school) and over 350 chorists, this group performs across Southern California and tours regularly.



## ART IN PUBLIC PLACES

### SAPPEARING PATH

*Corona del Mar*

ists Newron Harrison and Helen Mayer created a design ng landscape and architectural elements. Teak benches, ulders, and native plants were installed to enhance the rural topography.

### THE PELICAN WALL

*iffie Coast Highway, Mariner's Mile, between Doner Drive d Newport Blvd.*

tist Tom Van Sant created intaglio designs depicting 22 icans in flight, on a 227-foot concrete retaining wall in : area known locally as Rocky Point.

### OKAWOSHI, GOOD FRIENDS

*front of the Central Library, on Avocado Avenue*

tist Eiichi Ishida created the granite head and shoulders two children embracing, which was a gift of friendship in Newport Beach's sister city of Okasaki, Japan.

### INTERNS

*Irvine Terrace Park*

asaki Rotary Club in Japan presented the City with two anitic granite lanterns, which are now installed in the rk surrounded by six Japanese pines.

### JEFFALO

*inner of MacArthur Blvd. and Bonita Canyon Road*

is bronze sculpture commemorates the site of the former al attraction, the Buffalo Ranch, and the offices of illiam Pereira, the architect who designed the buildings : UC Irvine, Irvine Ranch and Newport Center.

### METAPHOR

*Corner of Pacific Coast Highway and Superior Avenue*

This blue, painted and powder-coated, steel sculpture by artist Bret Price, which sits on a greenscape overlooking the ocean, is one of two pieces created concurrently, in 1983 and gifted to the City in 1986, by the late, local philan- thropist, Warren Hancock.

### FAMILY GROUP SCULPTURE / FOUNTAIN

*610 Newport Center Drive*

Stainless steel grouping created by artist Tom Van Sant in 1972.

### SKY DIVE SCULPTURE

*Fashion Island, Outside Atrium Court, Newport Center Drive*

Artist Aristides Demetrios created three bronze figures bal- anced on three columns.

### INTAGLIO

*500 block, Newport Center*

Artist Tom Van Sant's concrete panels on the sides of the buildings depict wildlife scenes with animals indigenous to the Irvine Ranch's early days.

### WINDCHIMES

*South side of Robinson's Way, Fashion Island, Newport Center Drive*

Artist Tom Van Sant created this massive piece, considered to be the world's largest functional windchimes.

### HORIZON 76

*Newport Beach City Hall, Newport Blvd. at 30th Street.*

Created by Rafe Affleck in commemoration of America's 1976 bicentennial.

### The Peninsula Murals

*Newport Elementary School, 14th Street and Balboa Blvd.*

Artist Mia Tavonatti created nine mosaic murals depicting life on the Peninsula, to adorn the walls of the school.

### CITY OF NEWPORT BEACH ART COLLECTION

*Public buildings in Newport Beach*

The City Arts Commission maintains a collection of two- dimensional work, from juried art exhibitions and public donations. These works are hung in city offices and city- run buildings, including the City Council chambers.

### MARSH BIRDS RISING

*Peter and Mary Muth Interpretive Center Patio*

2301 University Drive • Newport Beach, CA 92660

Artist Tom Van Sant's sculpture captures the moment of take off- three flaps of the wings and the birds are airborne.





## HISTORICAL & CULTURAL

### AMERICAN INSTITUTE OF ARCHITECTS

3000 Newport Boulevard  
Newport Beach, CA 92663  
(949) 675-8213 / [www.aiaoc.org](http://www.aiaoc.org)  
AIA is the voice of the architectural profession, dedicated to the advocacy of its members and inspiring the quality of the built environment.

### THE DECORATIVE ARTS SOCIETY

2915 Redhill Avenue, B106-7 • Costa Mesa, CA 92626  
(714) 708-2555

Community society presenting five varied lectures each season by renowned experts in the field of decorative arts, including interior design, landscape design, architecture, porcelain and historical period styles. Meets on Tuesday mornings at Newport Stadium Theatre in Newport Center.

### NEWPORT BEACH HISTORICAL SOCIETY

c/o Sherman Library & Gardens  
2647 East Coast Highway • Corona del Mar, CA 92625  
(949) 673-2261

Dedicated to preserving the history of Newport Beach via photographs and memorabilia.

### NEWPORT BEACH SISTER CITY ASSOCIATION

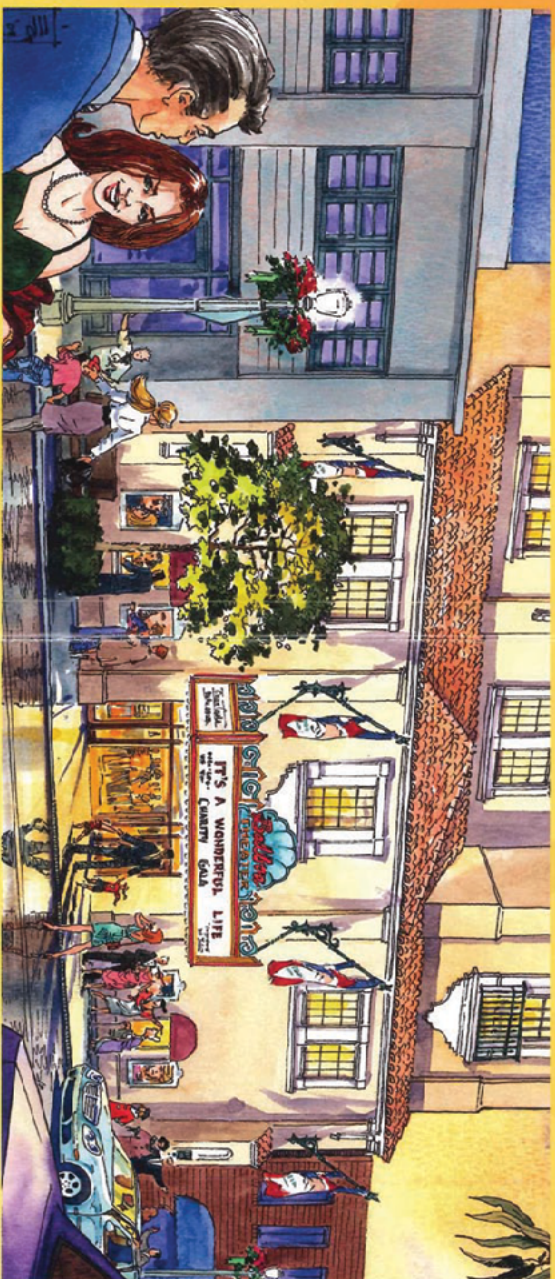
1000 Avocado Ave. • Newport Beach, CA 92660  
(949) 675-9393

Promotes international communication, understanding, education and friendship between the people of Newport Beach and the cities of: Antibes, France; Cabo San Lucas, Mexico; Okazaki, Japan.

### NEWPORT BEACH PUBLIC LIBRARY

1000 Avocado Avenue • Newport Beach, CA 92660  
(949) 717-3800 / [www.newportbeachlibrary.org](http://www.newportbeachlibrary.org)

Through its four branches, the City's library system meets the diverse cultural, educational and informational needs of residents and visitors alike. Bi-monthly art exhibits showcase regional artists at the Central Library. The Library also presents musical and cultural programs for children and adults.



BALBOA PERFORMING ARTS THEATER ARCHITECTURAL RENDERING





# FESTIVALS

## ALBOA ISLAND ART WALK

Lebra Huse Studio Gallery

29 Marine Avenue #E • Balboa Island, CA 92662

(49) 723-6171 / [www.balboaislandartwalk.com](http://www.balboaislandartwalk.com)

Art, music and fun along Balboa Island's South Bayfront promenade. Held on the Saturday of Mother's Day weekend, from 9:00 am to 5:00 pm, over 100 artists and bands entertain visitors as they stroll from Marine Avenue past the ferry landing to Emerald Avenue. Free admission.

## BAROQUE MUSIC FESTIVAL, CORONA DEL MAR

O. Box 838 • Corona del Mar, CA 92625

(49) 760-7887

Offers five concerts in late June, featuring vocal and instrumental music of the Baroque period. (Bach, Purcell, Handel, etc.) and 19th & 20th C. neo-Baroque works. American and European soloists and professional small ensembles, chorus and orchestra perform in St. Michael & St. Angels church and the Sherman Library & Gardens.

## CONCERTS IN THE PARKS

Corona del Mar Beach Arts Commission

1000 Avocado Avenue • Newport Beach, CA 92660

(49) 717-3870 / [www.city.newport-beach.ca.us](http://www.city.newport-beach.ca.us)

Summer Sunday afternoon (5-6:30pm) concert series held in various public parks such as Mariners Park, Grant Island Park and Bonita Canyon Sports Park. Free admission.

## CORONA DEL MAR SAND CASTLE BUILDING CONTEST

Corona del Mar Chamber of Commerce

855 E. Coast Highway, Suite 101

Corona del Mar, CA 92625

(49) 673-4050 / [www.coronadelmarchamber.com](http://www.coronadelmarchamber.com)

Annual early-September one-day, juried event held on Big Corona Beach in Corona del Mar. Sand, sea and sun provide the perfect setting for young and old alike joining together to create fantastic sculptures made of sand. Free admission.

## EUROPEAN STREET FAIR-CANNERY VILLAGE

31st Street, Cannery Village

Newport Beach, CA 92663

(949) 566-9863

This historic village offers an enclave of antique shops and artist studios. Twice annual street fair and sale featuring antiques and art from local artists and merchants. Fall and Spring.

## IMAGINATION CELEBRATION

3001 Redhill, Suite 2-208 • Costa Mesa, CA 92626

(714) 540-4779 / [www.ifestival.com](http://www.ifestival.com)

Newport Beach venues of this countywide spring arts festival with performances, hands-on workshops and arts exhibits include Orange County Museum of Art, Newport Beach Public Library and Newport Harbor Nautical Museum. Free admission.

## LA STRADA DELL'ARTE BALBOA VILLAGE

125 E. Baker Street, #266 • Costa Mesa, CA 92626

(714) 557-5100, ext. 13 / [www.lastradadelarte.org](http://www.lastradadelarte.org)

The Newport Beach Balboa Peninsula is the venue for this unique European celebration, annual two-day fall festival featuring more than 100 artists creating colorful chalk drawings right on the street amid Renaissance-inspired food and entertainment. Free admission.

## NEWPORT BEACH FILM FESTIVAL

4540 Campus Drive #110 • Newport Beach, CA 92660

(949) 253-2880 / [www.newportbeachfilmfest.com](http://www.newportbeachfilmfest.com)

Newport Beach's premier annual spring festival, showcasing films from around the world including features, shorts, documentaries, animation, seminars and children's programs.





#### SHAKESPEARE BY THE SEA

Newport Beach Arts Commission

10 Avocado Avenue

Newport Beach, CA 92660

(949) 717-3870

[www.city.newport-beach.ca.us](http://www.city.newport-beach.ca.us)

Summer Shakespeare series held in various public parks such as Mariners Park, Grant Howard Park and Bonita Canyon Sports Park bring the master bard's work to the community. Free admission.

#### SOUTHERN CALIFORNIA PLEIN AIR PAINTERS ASSOCIATION

17 Crest de Ville • Orange, CA 92867

(949) 974-1711 / [www.socalpapa.com](http://www.socalpapa.com)

Annual early fall outdoor painting festival, exhibition and lecture featuring over 110 plein air painters dedicated to celebrating the landscape and seascape of the surrounding area. Free Admission to art exhibition.

#### SEASIDE SUMMER JAZZ SERIES

at Newporter Hotel

17 Janboer Road • Newport Beach, CA 92660

(949) 729-6400 / [www.summerjazzseries.com](http://www.summerjazzseries.com)

Free Friday evening concerts at the Hyatt Newporter Hotel between July and October.



#### FASHION ISLAND SUMMER CONCERT SERIES

Pacific Coast Highway and Newport Center Drive

Newport Beach, CA 92660

(949) 721-2000 / [www.shopfashionisland.com](http://www.shopfashionisland.com)

World-class shopping center presents Wednesday evening, 6-week summer outdoor concert series in July/August in the Bloomingdale courtyard. Free admission.



SHAKESPEARE BY THE SEA, "TAMING OF THE SHREW"

## NATURE CENTERS

#### ENVIRONMENTAL NATURE CENTER

1601 16th Street • Newport Beach, CA 92663

(949) 645-8489 / [www.ENCcenter.org](http://www.ENCcenter.org)

The Environmental Nature Center is a combination of 14 California native plant communities (ranging from a desert, to an oak woodland, to a fresh water marsh, to a redwood forest), wildlife habitats and walking trails. The ENC is recognized as a leader in education providing opportunities for increasing our community's knowledge, understanding and appreciation of the natural world. Free admission; fees for student and public guided tours.

#### PETER & MARY MUTH INTERPRETIVE CENTER

2301 University Drive • Newport Beach, CA 92660

(949) 923-2290 / [www.newportbay.org](http://www.newportbay.org)

Journey through a series of exhibits and interactive displays that make the Bay come alive! The center provides a focal point for the public's enjoyment of the Bay. Here young and old alike can take a journey through a series of exhibits and interactive displays. Visitors learn about life in and around an estuary and why Upper Newport Bay is such an important estuary. Free admission.

#### SHERMAN LIBRARY & GARDENS

2647 East Coast Highway • Corona del Mar, CA 92625

(949) 673-2261 / [www.slgardens.org](http://www.slgardens.org)

Exquisite horticultural displays present a series of meticulously tended outdoor areas bursting with 2,000 species of plants from all over the world. The Library has one of the county's most impressive research centers devoted to the study of the Pacific Southwest, containing a specialized collection of rare books, photos, maps and papers from the past 100 years. Admission fee.



## GALLERIES

**W FINE ART**

Marine Avenue • Balboa Island, CA 92662  
 (949) 673-4255 / [www.MJWFineArt.com](http://www.MJWFineArt.com)  
 Presenting nationally recognized contemporary realists, native, impressionists and plein air painters.

**WPHICS GALLERY**

Marine Avenue • Balboa Island, CA 92662  
 (949) 673-4255 / [www.MJWFineArt.com](http://www.MJWFineArt.com)  
 Established in 1985, this gallery features prints and posters of local scenes and provides custom framing.

**W FINE GALLERY**

Newport Center Drive  
 Newport Beach, CA 92660  
 (949) 644-9692  
 Offering a variety of artistic styles from Picasso to Thomas Mankide, and custom framing and custom mirrors. Conveniently located in Fashion Island.

**W FINE**

10 San Miguel Drive • Newport Beach, CA 92660  
 (949) 720-3939  
 Prior design studio featuring original works by Robert Mankide and a variety of Southern California plein air artists in oil on linen, limited edition prints, watercolors, expert framing available.

**W FINE SHED**

10 Newport Blvd., Suite B  
 Newport Beach, CA 92663  
 (949) 723-3406  
 This alternative gallery features cutting edge exhibitions by Southern California artists in diverse media including painting, sculpture, video, photography, drawing, performance and site-specific installations. Shared location with American Institute of Architects.

**SHER'S ART GALLERY**

2830 Newport Blvd. • Newport Beach, CA  
 (949) 675-9306  
 A place for young and creative students to practice their artistic skills and showcase their art.

**SIMON FINE ART GALLERY & STUDIO**

216 Marine Ave. • Balboa Island, CA 92662  
 (949) 723-1100  
[www.stevesimon.com](http://www.stevesimon.com)  
 Presenting original oil paintings, reproductions, and books by local artist Steve Simon.

**SOUTH COAST ART GALLERY**

3441-B Via Lido  
 Newport Beach, CA 92663  
 (949) 673-0771 • [www.southcoastartgallery.com](http://www.southcoastartgallery.com)  
 Presents original works by established, award-winning and renowned California artists in all media including oils, watercolors, sculpture, glass and art jewelry.

**SOUTHERN CALIFORNIA ART PROJECTS & EXHIBITIONS (SCAPE)**

2849 E. Coast Highway • Corona del Mar, CA 92625  
 (949) 723-3406  
 SCAPE organizes educational events with the visual arts community of Southern California, programs 6 contemporary art exhibits annually, and extends collections management and art advisory service to corporate and private collectors.

**SUSAN SPIRITUS GALLERY**

3929 Birch Street  
 Newport Beach, CA 92660  
 (949) 474-4321  
[www.susanspiritusgallery.com](http://www.susanspiritusgallery.com)  
 Premiere gallery of fine art photography showcasing professional color, black and white, and platinum photographs for home or office.

**URBAN EARTH STUDIO/GALLERY**

2721 E. Coast Hwy. #205  
 Corona del Mar, CA 92625  
 (949) 574-5817

Showcases contemporary abstract artist Ricoi Garcia, a painter known for dramatic canvases capturing the imagination and conveying various emotions through intense color.

**VALLEJO MARITIME ART GALLERY**

1610 W. Coast Highway • Newport Beach, CA 92663  
 (949) 642-7945 / [www.artsnet.com/vallejo.html](http://www.artsnet.com/vallejo.html)  
 Established in 1972, one of the world's leading galleries for marine arts and antiques, presenting some of the finest examples of 18th, 19th and early 20th century maritime paintings and artifacts.

**WENTWORTH GALLERY**

271 Newport Center Drive  
 Newport Beach, CA 92660  
 (949) 760-9554 / [www.wentworthgallery.com](http://www.wentworthgallery.com)  
 One of the leading fine art retailers in the United States, this gallery features new artists as well as the most collected and well known worldwide, including Marc Chagall, Emanuel Erte, Peter Max, Joan Miro, Pablo Picasso, and dozens of others.







Newport Beach's dedication to the arts can be traced to the 1972 creation of the Newport Beach Arts Committee and the 1974 city ordinance establishing the City's Arts Commission. The Commission is a seven-member, volunteer body, appointed by the City Council to act in an advisory capacity to the Council on all matters pertaining to artistic, aesthetic and cultural aspects of the City. The Arts Commission promotes public awareness and participation in the arts, and encourages and supports a wide range of cultural activities and facilities to address the needs and interests of residents and visitors in the Newport Beach community.

The Commission sponsors the annual free public performances of "Concerts in the Parks" and "Shakespeare by the Sea," as well as City Hall and Library Gallery art exhibitions.

The Arts Commission maintains a collection of two-dimensional work, taken from juried art exhibitions and public donations. These works are hung in city offices and city-un buildings including the Council chambers.

The City's Cultural Arts Grants program, begun in 1981, funds requests from non-profit arts groups that provide programs to benefit all Newport Beach residents. The Commission and Cultural Arts Office serve as the liaison to the Newport Beach Sister City Association, works with the Chamber of Commerce and the Conference and Visitors Bureau to promote cultural tourism, and advise City staff and Council on historic preservation, community design and beautification issues.

#### NEWPORT BEACH ARTS COMMISSION CULTURAL ARTS OFFICE

1000 AVOCADO AVE.

NEWPORT BEACH, CA 92660

(949) 717-3870

WWW.CITYOFNEWPORT-BEACH.CA.US



The publication was made possible through the generous support of the Newport Beach Arts Foundation, a private, nonprofit organization dedicated to supporting, promoting and extending the cultural activities of Newport Beach Arts Commission by raising tax-deductible funds supplemental to city appropriations.

#### NEWPORT BEACH ARTS FOUNDATION

177 RIVERSIDE AVENUE, SUITE F, PMB 1132

NEWPORT BEACH, CA 92663

(949) 472-1420

WWW.NEWPORTBEACHARTSFOUNDATION.ORG

#### ART FOR THE SOUL

210 Marine Avenue • Balboa Island, CA 92662

(949) 675-1791

This gallery of delights presents an eclectic collection of hand-crafted artworks by more than 200 American artists, including whimsical, one-of-a-kind items such as jewelry, music boxes, furniture, trunks, pillows, sculpture, garden accessories, mirrors and much more.

#### ART RESOURCE GROUP

3032 E. Coast Highway • Corona del Mar, CA 92625

(949) 640-1972 / [www.artresourcegroup.com](http://www.artresourcegroup.com)

Professional art advisory and appraisal service group, providing expert guidance on fine art acquisitions, sales, protect design, public art rotations, and estate matters. Gallery on site.

#### MARGARET BEDELL STUDIO / GALLERY

700 1/2 Carnation Ave. • Corona del Mar, CA 92625

(949) 760-9100

Exhibits a variety of media, including plein air oil, water-colors, original mixed-media monprints, collographs, viscosities of fish, shells and fabrics, limited edition reproductions and giclees.

#### BRADFORD GALLERY

355 Old Newport Blvd. • Newport Beach, CA 92663

(949) 646-5022

Exhibition gallery and working studio for the artist, Bradford J. Salamon.

#### DEBRA HOSE STUDIO GALLERY

229 Marine Avenue #E • Balboa Island, CA 92662

(949) 723-6171

This nautical two-story gallery presents plain air studio oils by award-winning artists depicting beautiful beach scenes, seascapes, and landscapes.

#### SALLY HUSS GALLERY

222 Marine Ave., Suite B • Balboa Island, CA 92662

(949) 673-1292

Carries colorful art, ceramics, and gift items created by 6 prominent California artists, featuring the Balboa artist Dottie Simeon and her collection of original hand painted gift items and cards.

#### CHUCK JONES GALLERY

401 Newport Center Drive #A212

Newport Beach, CA 92660

(949) 759-0758 / [www.chuckjones.com](http://www.chuckjones.com)

This Jones family-owned and operated hometown gallery features the largest presentation in the world of original drawings, paintings, production artwork, and limited editions from the legendary animation director, Chuck Jones.

#### JUNE'S FINE ART GALLERY

326 Marine Ave. • Balboa Island, CA 92662

(949) 673-0939 / [www.junesfineartgallery.com](http://www.junesfineartgallery.com)

Serving discriminating art collectors in Orange County since 1994, features two expansive showrooms offering the latest in original oils by Sam Park.

#### LAHANA GALLERIES

1173 Newport Center Drive

Newport Beach, CA 92660

(949) 721-9117 / [www.lahainagalleries.com](http://www.lahainagalleries.com)

Well-recognized and respected fine art gallery with locations in Hawaii, California and Oregon, representing approximately 40 well-established and diverse artists.

#### MARTIN LAWRENCE GALLERIES

549 Newport Center Drive

Newport Beach, CA 92660

(949) 759-0134 / [www.martinlawrence.com](http://www.martinlawrence.com)

Richly diverse collection of original oil paintings, limited edition graphics and sculptures by Picasso, Chagall, Warhol, Lichtenstein, Haring, Kosabi, Erte and many others.

# **Appendix G**

Arts Commission Art Site Suitability  
Ad Hoc Committee Report

May 2014

**Newport Beach Arts Commission  
Art Site Suitability Ad Hoc Committee Report**

**May 9, 2014**

**Committee Members:**

Commissioner Michael Magrutsche, Chairman

Commissioner Caroline Logan

Commissioner Charles Ware

**Report for:**

**Newport Beach Library Director, Tim Hetherton,  
ArtsOC and The Newport Beach Arts Commission Master Plan Ad Hoc  
Committee**

**Committee Purpose:** To evaluate the City's public places for appropriateness to host public art, within the context of an overall master plan and vision.

**Team Members:** Newport Beach Library Director, Tim Hetherton, Mr. Fong Tse of the Newport Beach Department of Public Works and Ms. Janet Cates of the Newport Beach Parks, Beaches & Recreation Department.

The Ad Hoc Committee was pleased to see the interest from all three departments in supporting and collaborating on the site suitability evaluation. The team is currently pursuing a planning intern from CSULB and an art intern from UCI to help with the inventory analyses and database. Ms. Cates will serve as the point person and help facilitate use of the City's Parks, Beaches & Recreation Department database to establish art friendly sites. We believe the project should eventually transition and/or partner with a consultant service to best integrate our work with an overall vision of the City Arts Master Plan.



# G

**Suitability Art Placement Requirements:** We discovered that there are a number of public locations that have the required public traffic and visibility and a safe Infrastructure to present art in a meaningful and enjoyable way. We want to avoid having art forced into place. In addition to the Newport Beach Public Library Service, we have tentatively identified about 10 significant locations in our meetings. The biggest challenge, we anticipate, will be to add art to public spaces originally built without art and then joining the past and the future of the sites with a perfect blend of complimentary aesthetics. This, we feel we can do.

**Pilot Project:** The Team is conducting pilot evaluations of sites to test our defined suitability criteria and determine the workload for the team to collect and input the data to facilitate future art swaps and new exposure. We have already commitments for various test sites from the Library Services.

**Inventory:** The City's current art inventory was recently appraised by an independent art appraiser who determined that, in many cases, the stored art was of limited value, instead of art that invigorated thought provoking and aesthetic experiences, the kind of art that a mature city would rightfully have for its art collection. We look forward to this changing.

**Partnering with the City Master Plan and the Future:**

The Site Suitability Ad Hoc Committee will be integrating its research with the City Arts Master Plan. In addition, the Committee will work with the City Arts Master Plan on future public locations to include public art and be a guide to expose art in an appropriate and outstanding way.

## **Art Site Suitability Process**

November 3, 2013 (Revised March 13, 2014)

Newport Beach Arts Commission Art Site Suitability Ad Hoc Committee

**Role/Purpose:** Within the context of an overall vision for public art in the city, evaluate public places within the City for appropriateness to host physical public art.

### **Process for Completing Site Suitability Study**

#### **1 Stakeholder Information Gathering (What People Think)**

Determine issues, objectives and potential concerns from key stakeholder groups. Seek ideas and recommendations for how to facilitate implementation of Council-sanctioned vision.

- Parks, Beaches and Recreation Commission
- Public Works
- Recreation and Senior Services
- Community Development
- Library Services

#### **2 Nurture Vision, Aligned with Key Organizing Principles (The Big Idea)**

Citizen and Guest Demographics and Inclinations

Neighborhood/District Development

Relationships to Venues, Ventures and Promotions

Image and Identify

#### **3 Determine Suitability Criteria (What We Need)**

Visibility, Civic Presence and Public Exposure

Activity Suitability, i.e. Active Versus Passive

Public Use Level

Surveillance

Scale and Contrast

Weather Exposure

Susceptibility to Vandalism

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## **4 Inventory Potential Locations and Assign Attributes (What We Have)**

(To Be Inventoried and Mapped by Parks and Recreation Staff)

Space or Building Type

Designated Area Size

Art Location(s) Descriptions(s)

Suitability Criteria Above

### **4a Evaluate, Categorize and Rank Locations per Criteria**

## **5 Identify Process for Actual Art Site Selection and Design Review (How to Implement)**

Establish Support of City Council

Test Process with Trial Application

## **6 Document and Package Report, including Internet Data Base (The Suitability Analysis)**

Utilize City's "Web Team"

# **Appendix H**

Newport Mesa Unified School District:  
Strategic Arts Plan



## Strategic Arts Education Plan – Collaboration and Partnerships

### Newport-Mesa Unified School District

<b>6 Focus Area: Collaboration &amp; Partnerships</b>		
<b>Goal: Establish collaboration between staff, administration, parents, community arts organizations and arts professionals.</b>		
<b>Committee Members: Thomas Shishkovsky, Jon Lindfors, Sandy Gilboe, Kelli Davison, Kelly Bishop, Mary Beth Volpini, Terri Munroe, Jaymie Delgado, Debora Wondercheck, Katherine Yang, Mary Lyons, Catherine Burnett</b>		
<b>Action Step</b>	<b>Specific Outcome Evidences and Progress Indicators</b>	<b>Additional Sections of Plan Include:</b>
Create a district-wide community outreach committee to advocate, plan, promote and support the arts in the schools. Done – CAAE Breakfast – will continue 4 <sup>th</sup> District PTA.	Increased community awareness, funding, and publicity.	<ul style="list-style-type: none"> <li>Funding Implications</li> <li>To Do List</li> <li>Committee Member Roles</li> <li>Timeline</li> <li>Current Status &amp; Date</li> </ul>
Create an after school arts program utilizing partnerships between staff, parents, community arts organizations, art professionals and local colleges. In support of and in addition to in school VAPA curriculum. Enrich after school programs: arts institutions support by enhancing existing programs. <ul style="list-style-type: none"> <li>Switched funding to community support, Role &amp; Recompense.</li> </ul> Instrumental after school band, choral taught by site's music teacher.	<ul style="list-style-type: none"> <li>Increased students' participation in the arts. Supplemental Arts programs are available.</li> </ul>	
<b>Action Step</b>	<b>Specific Outcome Evidences and Progress Indicators</b>	
Career Day/Fair	<ul style="list-style-type: none"> <li>Contact local businesses (volunteer) IBM, Boeing (list of qualities needed for job creativity)</li> <li>OC Fairgrounds</li> <li>Using OC Fairgrounds – large building for FLASH MOB DANCE (all students must register)</li> </ul>	
Mentor Program Community Services Older Mentor program for Elementary students from HS students.	<ul style="list-style-type: none"> <li>Talk about transportation for either HS students to Sonora/Paularino elem for a mentor program?</li> <li>HS students facilitate an after school program – needs an “advisor.”</li> <li>Volunteer clearance needed</li> </ul>	

## Strategic Arts Education Plan – Collaboration and Partnerships Newport-Mesa Unified School District

Action Step	Specific Outcome Evidences and Progress Indicators	Additional Sections of Plan Include:
<ul style="list-style-type: none"> <li>Identify possible new collaborations.</li> <li>Create new and strengthen existing links between arts community and the school district to provide more equitable opportunities for students across the district.</li> </ul>	<ul style="list-style-type: none"> <li>Students learn from professional artists and works of art.</li> <li>Field trips to various art venues in the county.</li> <li>Performance art events come to schools.</li> <li>Teachers attend lectures, community exhibitions, and performances.</li> <li>Teachers attend Hands-on workshops and professional development offered by professional arts organizations in the community.</li> <li>OCPAC Middle school choral festival and Master Classes.</li> <li>Reps from OCPAC come to school site to lead existing classes “Master Class” vocal techniques, performance presentation – stage deportment</li> <li>OCMA come to schools 1-2 times a year for special workshops/classes</li> <li>Artist Day curriculum based on OCMA 4<sup>th</sup> grade lessons others = Arts Advantage</li> </ul>	<ul style="list-style-type: none"> <li>Funding Implications</li> <li>To Do List</li> <li>Committee Member Roles</li> <li>Timeline</li> <li>Current Status &amp; Date</li> </ul>
Get the word out: School news articles, VAPA website, secondary VAPA department meetings, Principal meetings, VAPA Professional development day at the start of the school year, email lists to partners, PTSA		
Professional development for teachers through arts institutions connect to needs indicated by teachers.	<ul style="list-style-type: none"> <li>Counselors and administrators to attend and promote performances (talk to ??)</li> <li>Alumni notes/success</li> <li>Career Day (creativity)</li> <li>Assembly (Boeing)</li> </ul>	
Community awareness that arts (all) is not academic – middle/high attitudes		

## Strategic Arts Education Plan – Collaboration and Partnerships

### Newport-Mesa Unified School District

6 Focus Area: Collaboration & Partnerships		
Action Step	Specific Outcome Evidences and Progress Indicators	Additional Sections of Plan Include:
Expand and promote the Newport-Mesa Family Arts Festival. Splintered into separate events V.A., vocal, instrumental, theatre needs to be expanded.	Community connections made through publicity. Dance Festival, Visual Art Festival, Band Festival, String Festival, Vocal Festival, Film Festival and theatre festival.	<ul style="list-style-type: none"> <li>Funding Implications</li> <li>To Do List</li> <li>Committee Member Roles</li> </ul>
Participate in arts fairs and festivals showcasing student achievement in the arts throughout Orange County.	<ul style="list-style-type: none"> <li>Promote communication and buy-in for the arts for all ages.</li> </ul> <p>Students work showcased at Color it Orange Imagination Celebration Nautical Museum, Orange County Dept. of Education etc.</p> <p><i>Renaissance Festival all day fair including all levels all day 5/25/2012. Will include art, music and other performance arts.</i></p>	<ul style="list-style-type: none"> <li>Timeline</li> <li>Current Status &amp; Date</li> </ul>
Involve parents in planning, implementing, and promoting arts in the schools.	Increased community awareness, funding and publicity.	
"Friends of the Arts"	<ul style="list-style-type: none"> <li>Maintain 4<sup>th</sup> District Arts PTA position.</li> </ul>	
Create An e-newsletter to disseminate information and share resources.	Increased community awareness, funding and publicity.	
Events posted on district website.		
Bring in OCPAC and other local fine arts organizations to bring artists, programs, and training to students and staff; take student on field trips in our community	Exposure to professional artists and art	

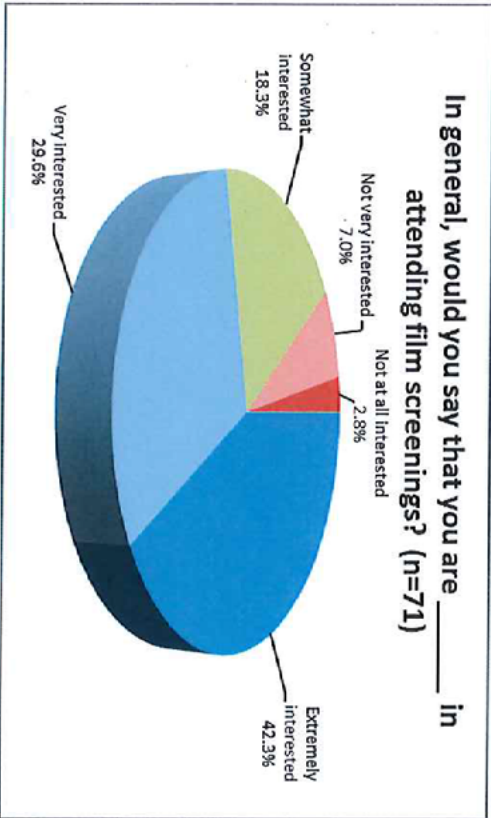
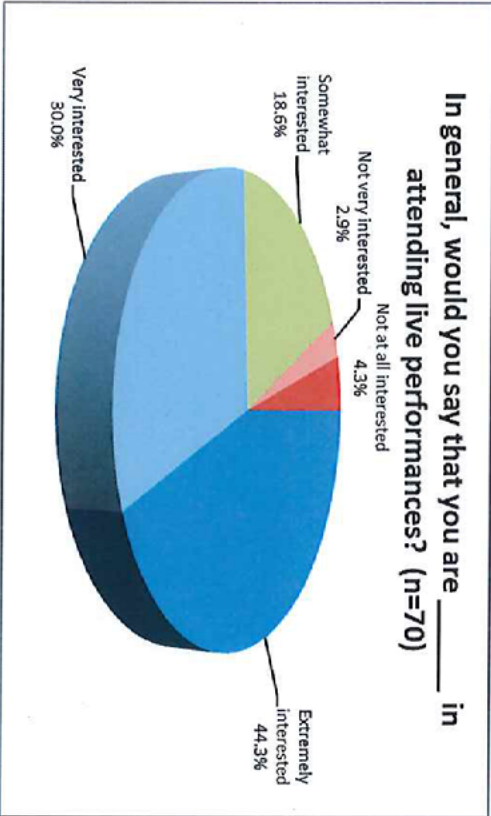
# **Appendix I**

Balboa Village Theatre  
Potential Audience Survey Report



# Survey Results

Most respondents indicated that they were at least somewhat interested in attending live performances (92.9%) as well as attending film screenings (90.2%).



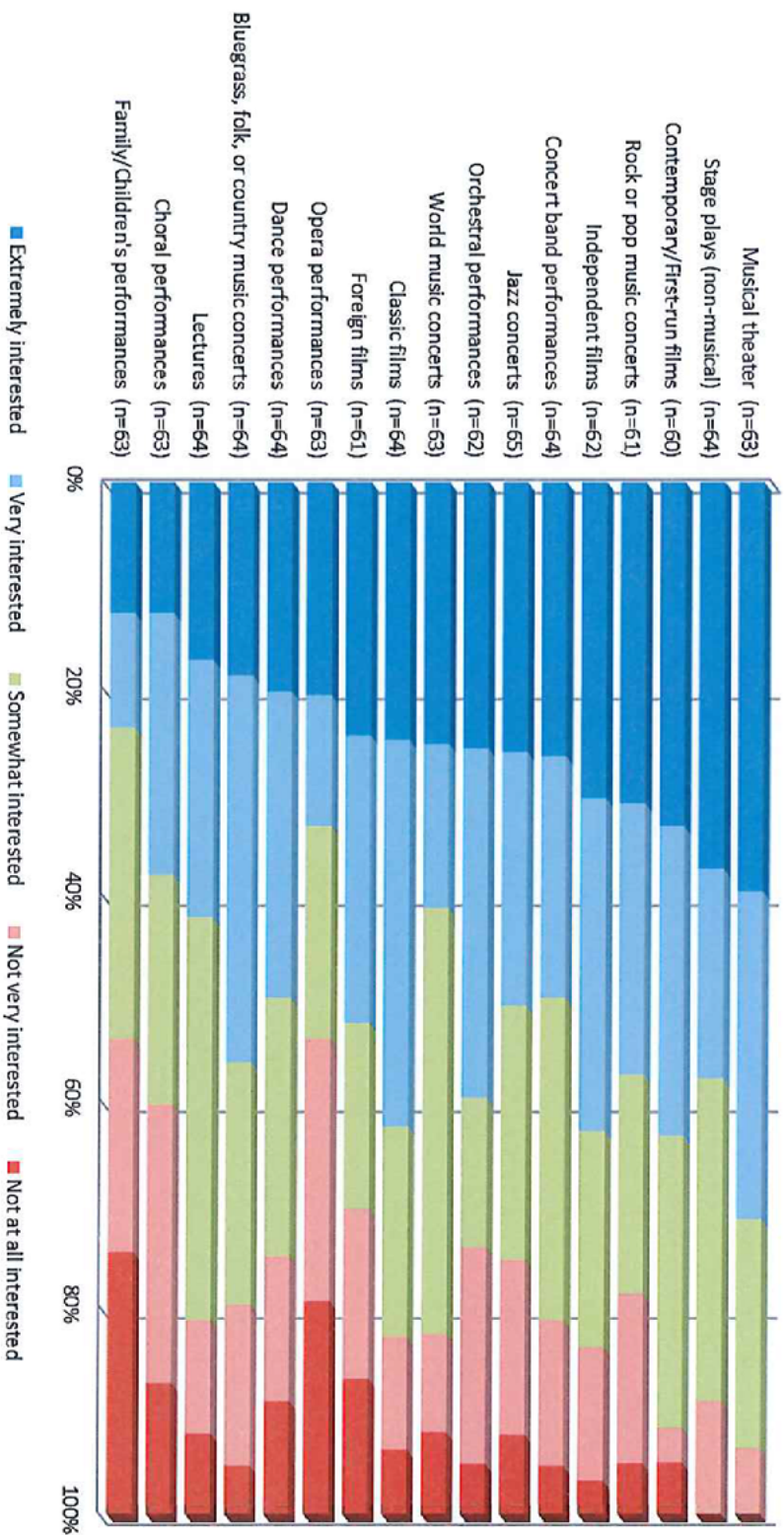


On average, respondents indicated that they attend live performances and film screening with almost the same frequency in a typical year. However, on average, respondents indicated that they were willing to travel greater distance to attend live performances as compared to film screenings.

In a typical year, how many live performances or film screenings do you attend?				
	Minimum	Maximum	Median	Mean
Live performances	0	34	6	7.7
Film Screenings	0	52	5.5	8.33
In general, how far are you willing to travel to attend a live performance or film screening? (In Miles)				
	Minimum	Maximum	Median	Mean
Live performances	1	400	20	37.52
Film Screenings	0	400	10	25.59

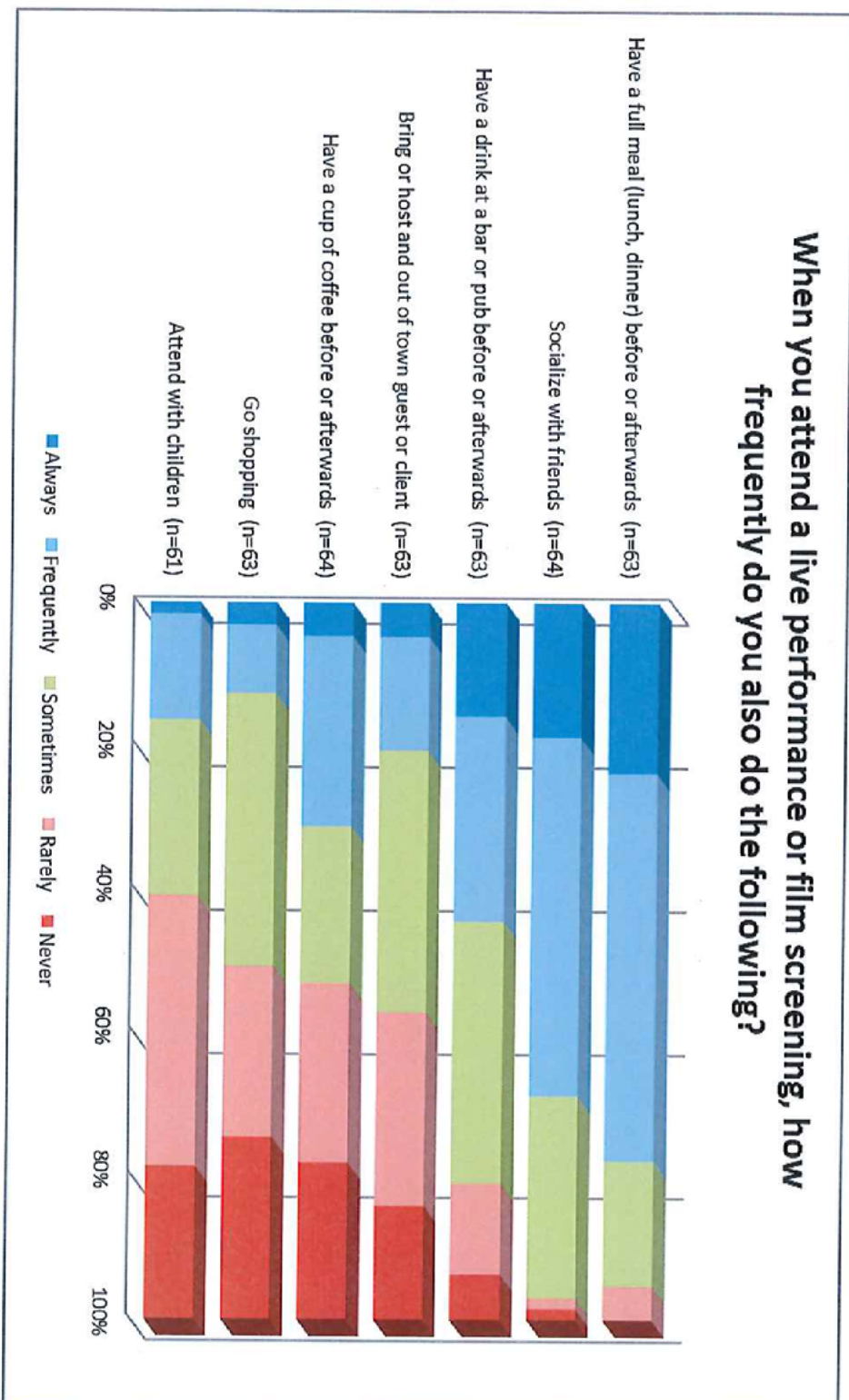
Musical theater (93.7%) and non-musical stage plays (89.1%) were the top genres of live performance that most respondents were at least somewhat interested in; contemporary/first-run films (91.7%) and independent films (83.9%) were the genres of film screenings that most respondents were at least somewhat interested in.

### How interested are you in the following genres of live performances or film screenings?

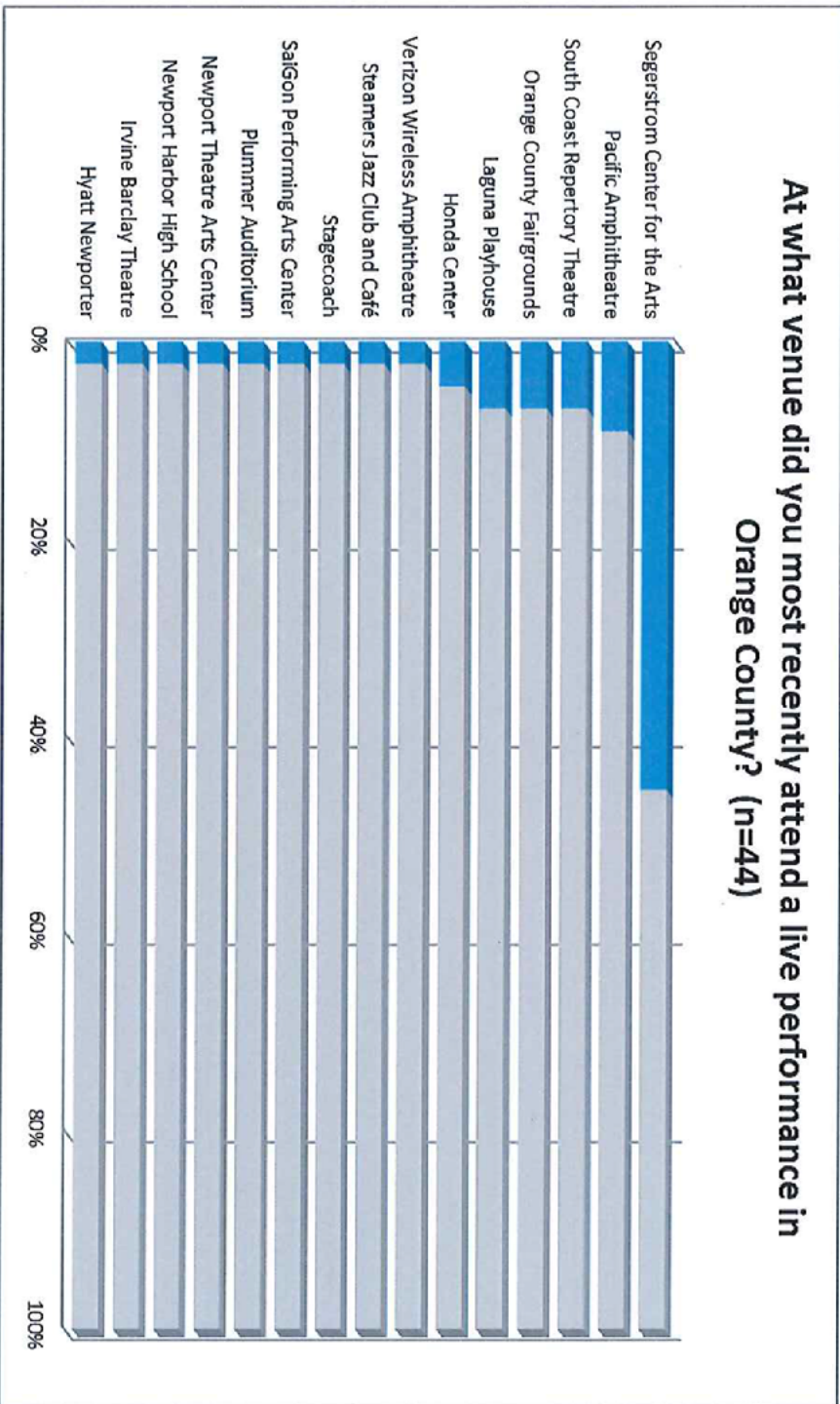




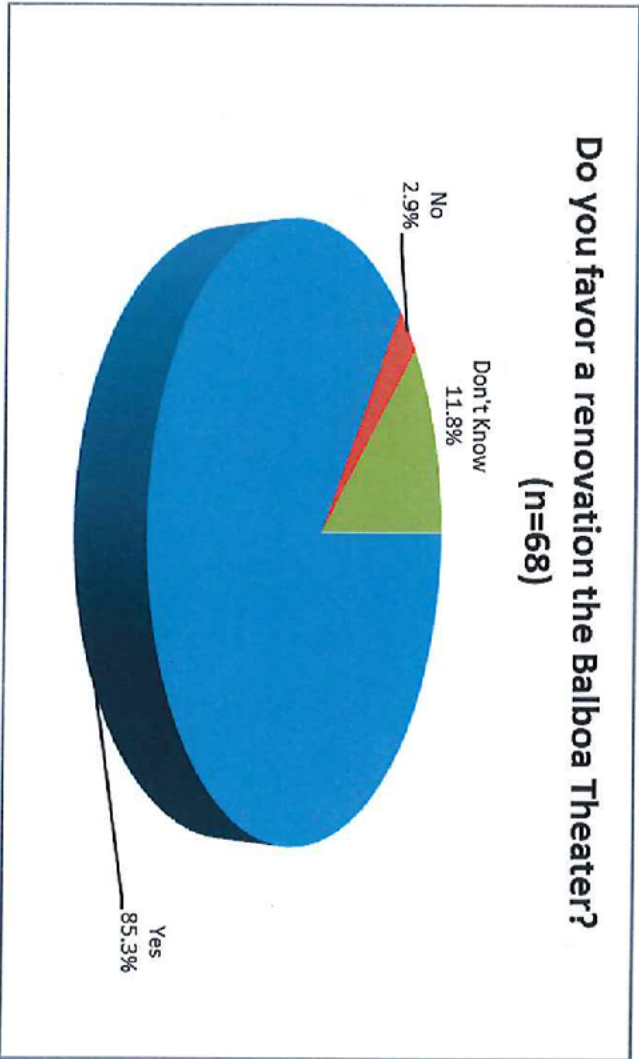
77.8% of respondents indicated that they frequently (if not always) have a full meal when they attend a live performance or film screening; 68.8% of respondents indicated that attending a live performance or film screening is frequently a social event.



Segerstrom Center for the Arts (45.5%) was the most commonly attended venue for live performances in Orange County. 40% of respondents who indicated that they last attended a live performance at Segerstrom detailed that they had attended a musical theater performance.



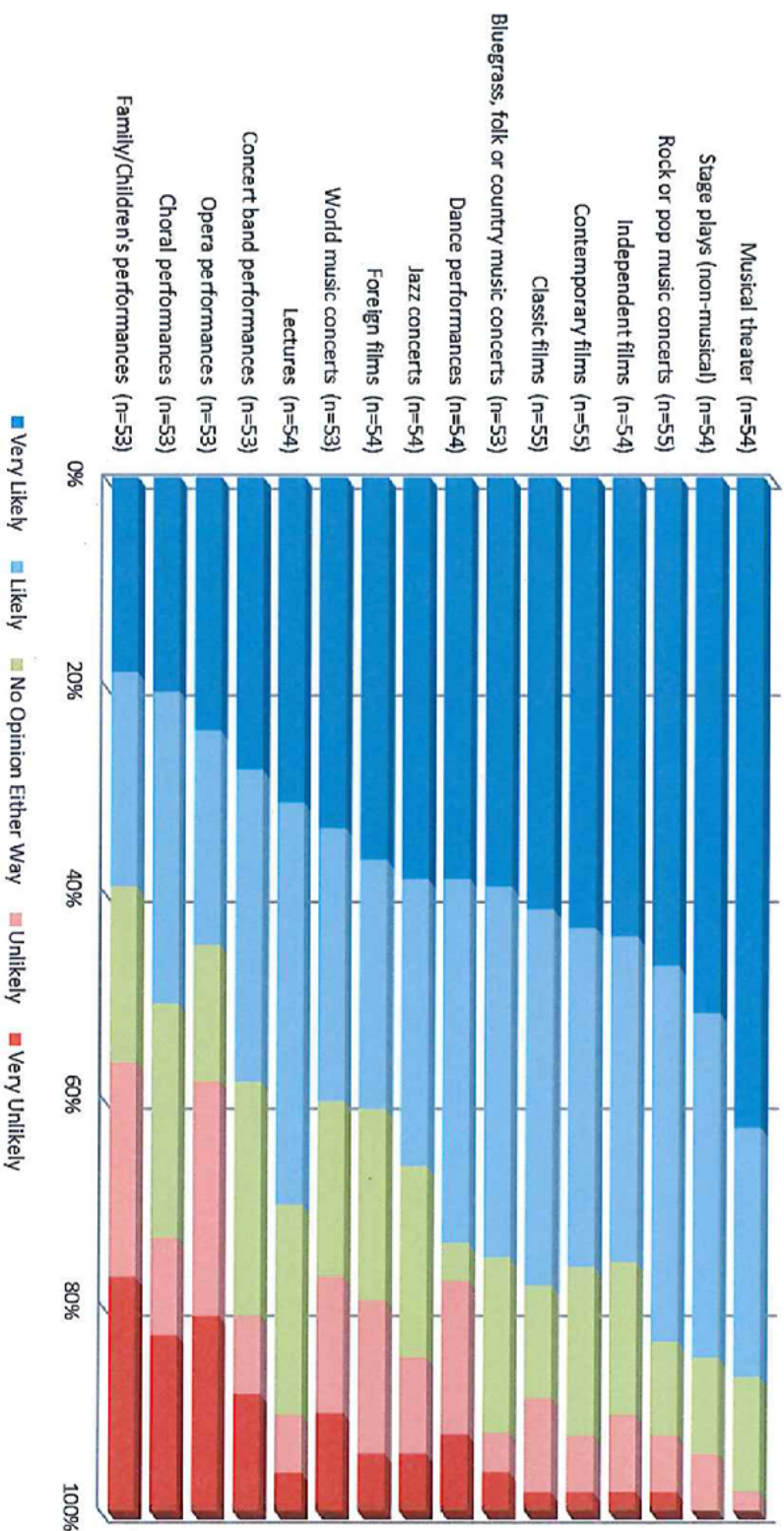
Most respondents had heard of and favor a renovation of the Balboa Theater. Out of 68 respondents, only one respondent had not heard of the Balboa Theater before taking the survey and only two respondents (who came from the master survey link) indicated that they were not in favor of a renovation of the Balboa Theater.





In terms of live performances, respondents were likely to attend musical theater performances (98.1%), non-musical stage plays (94.4%) and rock or pop music concerts (92.7%). For film screenings, classic films (78.2%), contemporary films (76.4%) and independent films (75.9%) were the genres that respondents indicated that they would likely attend.

### How likely would you be to attend any of the following activities/events at a renovated Balboa Theater in the future?



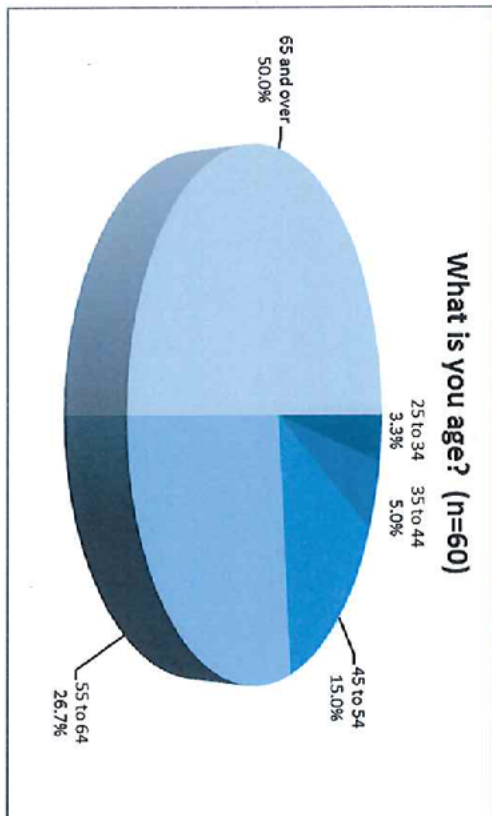
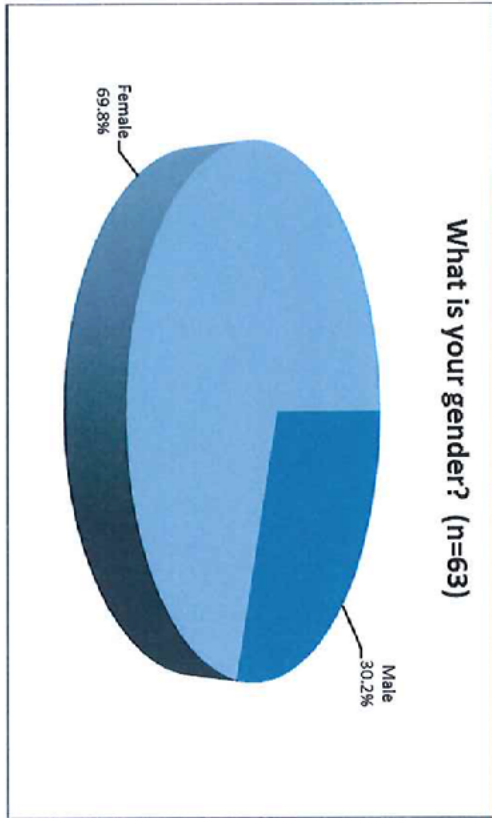


# Demographics

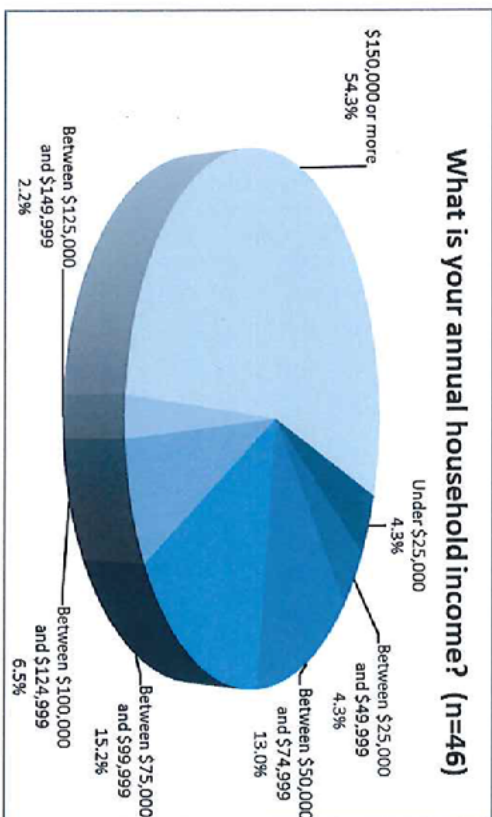
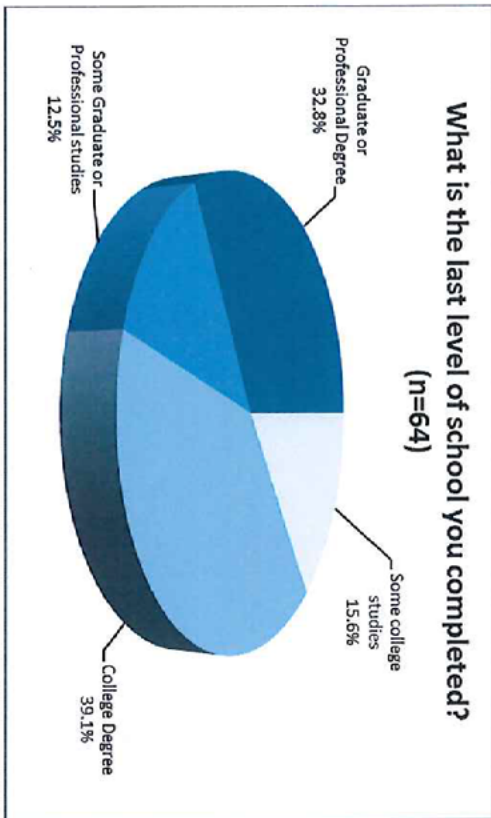
## Demographic Snapshot

Survey Respondents	
Gender	Female 69.8%
Children	No Children 86.2%
Education	College Degree 84.4%
Age	Over 55 76.7%
Race	White/Caucasian not of Hispanic, Latino or Spanish origin 94.5%
Income	More than \$100K 63.0%

Most respondents were female (69.8%) and were aged 55 and over (76.7%).



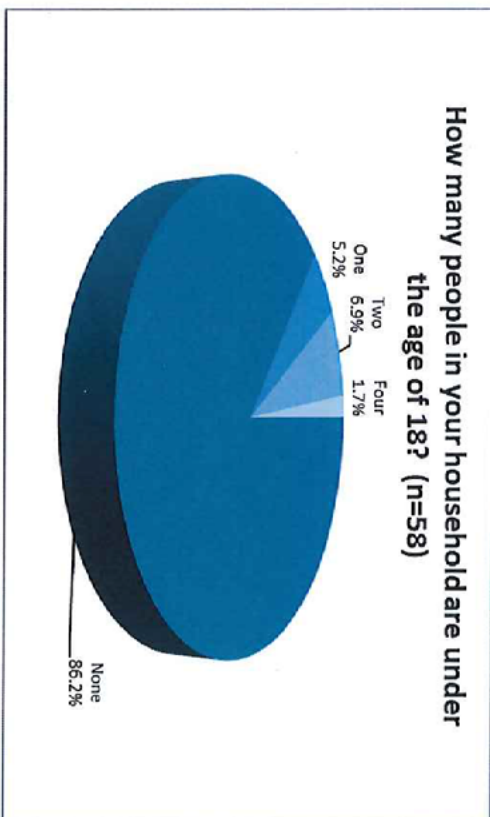
Most respondents has at least a college degree (84.4%) and had annual household income of \$100K or more (63.0%).





Most respondents identified themselves as the white race and not of Hispanic, Latino or Spanish origin (94.5%); most respondents did not have any children under the age of 18 residing in their household (86.2%).

What is your race/ethnic background? (n=55)		
	Not of Hispanic, Latino, or Spanish origin	Hispanic, Latino, or Spanish origin
White	94.5%	1.8%
Native American/Alaska Native	1.8%	0.0%
Other Multiracial	1.8%	0.0%



## Survey Respondents by ZIP Code

ZIP CODE	CITY	# OF HOUSEHOLDS
92661	Newport Beach, CA	19
92662	Newport Beach, CA	8
92660	Newport Beach, CA	8
92663	Newport Beach, CA	5
92625	Corona Del Mar, CA	4
92627	Costa Mesa, CA	2
95008	Campbell, CA	1
94941	Mill Valley, CA	1
94587	Union City, CA	1
92708	Fountain Valley, CA	1
92677	Laguna Niguel, CA	1
92675	San Juan Capistrano, CA	1
92648	Huntington Beach, CA	1
92626	Costa Mesa, CA	1
92606	Irvine, CA	1
92010	Carlsbad, CA	1
91748	Rowland Heights, CA	1
91602	North Hollywood, CA	1
91356	Tarzana, CA	1
90808	Long Beach, CA	1
46256	Indianapolis, IN	1
30004	Alpharetta, GA	1